Journal of College Placement

Volume 16 Number 1

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OCTOBER 1955

College Placement Publications Council

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Report To Subscribers

. . . Operations during 1954-55

Your College Placement Publications Council is pleased to present the following report on the status and progress of the JOURNAL.

Financially, our bank balance during the past year reached the level necessary to provide working capital for a completely independent operation. Also, our most recent balance sheet shows a positive net worth for the first time. The increased support of the Regional Associations, together with new sustainers from industry have in a large measure been responsible for this accomplishment. Obviously, it is important that this support be maintained

and increased to make future develop-

ment possible.

Management-wise, our improved financial status has made possible a private office and a full-time secretary which has added to the efficiency of the internal operating procedures.

Our Secretary-Editor is now the Managing Editor, a title more fitting

to his present duties.

The new management of the Council for the fiscal year of 1955-56 is indicated on the inside cover of this magazine. You will note the widespread representation throughout all the Regional Associations including Canada.



COLLEGE PLACEMENT PUBLICATIONS COUNCIL ANNUAL MEETING JUNE 16, 1955, BARCLAY HOTEL, PHILADELPHIA Standing: J. K. Bradford, W. Scott Farley, E. Craig Sweeten, Herald Carlston, Robert T. Addis, Everett A. Teal, Charles H. Ebert, George N. Lectch, Philip H. Yost, John E. Steele, Eugene W. Dils, Wallace Jam George P. Donaldson, Robert F. Menke, Jack Woods, Paul W. Boynton, L. Wetlaufer, R. J. Canning. Seated: Ava F. Sellers, Jean Jenkins, Helen Barnes, Joan F. Bishop, Fannie Y. Mitchell, Alice N. Davis, Leith Shack

Editorially, significant enthusiasm has been expressed by readers for the new cover design, the changes in layout, the use of color and pictures, and the general improvement in text material. Watch for more new features in the coming issues and don't forget to add vour contributions whenever possible.

Circulation continues to increase gradually; better than eight percent net during 1954-55. However, the increase can be substantial next year if we can have your cooperation in our efforts to make the JOURNAL better known.

Advertising has made very noticeable improvement. New records were set for the number of advertisers and in the number of pages of advertising. For the first time the JOURNAL offered color advertising and bleed advertising in order to give the advertisers (our advertisers) the benefit not only of a more effective ad but also a more flexible one. This, in turn, allows the use of color throughout the magazine, which has added greatly to reader interest. Our own advertising has improved, too. Watch for the new promotional material for subscriptions and advertising. They should be irresistible. The Managing Editor will be glad to send you a supply to assist in any promotional efforts. Do your part to acquaint your associates in the placement and recruiting fields with the JOURNAL, the richest source of information in the placement field, and the most valuable medium for industry's message to placement officers.

The strength and worth of our magazine depends upon each of us. And so, as retiring president, I, again, urge you to assist your new council by

1. submitting newsworthy articles, encouraging capable people to write those articles, initiating needed research.

2. soliciting new subscribers,

3. securing new advertising and additional sustaining memberships.

4. making suggestions, comments or criticisms to your council members.

Young engineer pioneers in design and sales of new tiny transistors

The germanium transistor-some smaller than the eraser end of a pencil and able to operate on a few thousandths of a watt -is probably one of the most promising developments in the electronics field today. It opens the way to new midget radios, TV sets flat enough to hang on a wall and many other exciting possibilities.

One of the men who helped design and perfect these tiny transistors-and the man who is now head of sales for all General Electric germanium products—is James H. Sweeney, Manager - Marketing, Semiconductor Products Department.

Sweeney's Work Interesting, Vital

As early as 1948, Sweeney was head of a group that studied the design and possible uses of germanium products. He gained national recognition for his work in developing and introducing these products to other industries, and when a new Semiconductor Products Department was formed in 1953. Sweeney was a natural choice for the job of marketing these products.

25,000 College Graduates at General Electric

When Sweeney came to General Electric in 1941, he worked in many different departments until he finally found the work he wanted to do. Like Sweeney, each of the 25,000 college-graduate employees is given the chance to grow, to find the work he does best, and to realize his full potential. For General Electric has long believed this: When fresh young minds are given the freedom to make progress, everybody benefits the individual, the company, the country.



The role of

PLACEMENT OFFICERS

in the Technology of

GUIDED MISSILES

Missile Systems research and development is literally a new domain.

No field of science offers greater scope for creative achievement.

The role of the Placement Officer in the technology of guided missiles is particularly important.

The complexities of the science require the utmost care in placing the graduate in that sphere of endeavor best suited to his ability and aptitude.

Representatives from our technical staff will soon be seeking your advice in the placement of graduates who wish to meet the challenge of guided missiles.

Lockheed

MISSILE SYSTEMS DIVISION

research and engineering staff 7701 Woodley Avenue

VAN NUYS, CALIFORNIA

Journal of COLLEGE PLACEMENT

Published four times a year by the College Placement Publications Council

Editor . . . ROBERT T. ADDIS

Editorial Policy Advisor . . . LEITH SHACKEL

Publication Offices . . . 2237 Fidelity-Philadelphia Trust Building 123 South Broad Street, Philadelphia 9, Pa.

To All Colleagues in Colleges and Industry,

Greetings:

This marks the sixteenth year since the founding of the JOURNAL OF COLLEGE PLACEMENT. The original board, composed of businessmen and educators, struggled along with great vision and devotion but with little financial or professional support.

I wish that those early board members might have attended the June, 1955, meeting of the College Placement Publications Council which was held in Philadelphia. I am sure that they would have been pleased with the reports of progress in the development of the JOURNAL. They would have found a spirit of constructive optimism present in the current board. They would have been pleased to know that the ambitious budget of the previous year had been realized, that circulation and advertising had increased, and that more reader interest was evident as reflected in the letters to the editor. They would have also probably expressed the opinion that we had now reached the point where our most effective work could begin.

I imagine the early board members would say: "The life and vitality of a publication such as ours depend upon the active support of all persons engaged in this particular field of interest. If we are to grow professionally in the future, we must define in a more precise manner the significance of the role we play in both education and industry." They might also observe that the JOURNAL must be a sounding board for innovations and experiment and an evaluative critic of present practices.

I think we could endorse their imagined statements of policy. If so, this is more than a "greeting." It is an invitation to help make the JOURNAL OF COLLEGE PLACEMENT an outstanding professional publication.

EUGENE W. DILS President

JOURNAL OF COLLEGE PLACEMENT is issued four times a year—October, December, March, May. Single subscriptions are \$4.00 a year. Entered as Second Class Matter October 21, 1940, at the Post Office at Philadelphia, Pennsylvania, under the Act of March 3, 1879.

important first job. Which company offers you your best future?

Let The Man With The Facts discuss with you the varied and challenging opportunities at Westinghouse.

He is a man with broad personal experience who can

He is a man with broad personal experience who can tell you the specific things you want to know . . . the many kinds of careers . . . training program . . . further education . . . advancement . . . how you can grow with Westinghouse.

You have a tough decision to make . . . about that all-

Westinghouse is one of the fastest growing companies in America. It is expanding rapidly into challenging new fields like atomic power, semiconductors, director systems, automation. Let The Man With The Facts tell you about these and many other fields that offer almost unlimited opportunities . . . at Westinghouse.



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With The Facts

tell you about

with Westinghouse.

careers

Ask your Placement Officer about career opportunities at Westinghouse, or write for these two booklets: Continued Education in Westinghouse (describing our Graduate Study Program) and Finding Your Place in Industry.

Write: Westinghouse Electric Corporation. Educational Department, Ardmore Boulevard, at Brinton Road, Pittsburgh 21, Pennsylvania.



Manpower vs. the Power of Man

. . A Placement Director views
the employment scene

LILYAN B. BRADSHAW, Engineering Placement Director Ohio State University

To the long list of familiar sounds usually associated with campus atmosphere, like chimes striking the hours, carillons playing nostalgic tunes and the staccato bursts of football cheers has been added another—less musical but none-the-less persistent. It is the pleadings of recruiters clamoring for men. The walls of ivy are fast becoming the wailing walls for employers who demand an annual supply of youth in order to survive.

Their cries are very real, emanating as they do from growing pains which tax their strength to maintain balance within a soundly staffed structure. Their pilgrimages to the schools begin soon after the first brown leaf drifts down to earth in the fall and continue until the full splendor of spring has once again taken hold.

Large and Small Alike

For many years representatives of large companies were the only ones seeking talent directly from the academic supply line. But today, they have been crowded for position by a sudden upsurge on the part of recruiters from small businesses as well as by an increasing competition from those who formerly were sought after in place of having to seek. Interviewing facilities are being booked to the limit while many schools are finding it necessary to turn down hundreds of requests because they lack sufficient space.

High on the wave of industrial demand sits the college senior more than a little mystified, and quite frankly confused. He, above everyone else, seems to be conscious of his limitations. He is not anxious to descend into water over his head and yet he realizes full well that after college he must make the plunge and prove his ability to swim free from the shelter of an academic harbor.

Selection Not Easy

It is not easy to have too many offers of anything from which to make a selection. An intelligent mind can usually find some merit in each. The confusion of available employment opportunities today does not resolve itself in the average person's thinking to a clear cut black and white pattern. In spite of this fact, young graduates do manage to make surprisingly careful selections. They seem to have some stoutly held anchor on which their values rest, so that they are able to survive the buffetings of the recruiting period and come out on top.

Now college recruiting is only a small segment of what is happening in the employee versus employer scene today. Business generally has taken a big step toward re-evaluating both manpower and the power of man. Because the work of the world must go on to maintain life and living standards and because there is a definite shortage of people to do this work, employers have been compelled to look deeply into the problem of not only how to get employees—but how to keep them.

Never before has the human being been valued so highly. We have come a long way since the days of cheap labor, poor working conditions and long hours. Competition has created a healthy renovation in the housekeeping practices af all employers. Uncle Sam himself has made definite strides toward using the personnel he employs to greater advantage. Mere physical needs are not the only ones to be considered in maintaining a plant, or an army at top level. The mental capacity of an individual must be recognized and stimulated if discontent and trouble are to be avoided. Our military strength rests to a great extent on the utilization of keen brains in positions where they can find full expression.

Certain large corporations in the past that were accused of stockpiling young technical graduates have found they can no longer do so—nor do they wish to. The new attitude toward men is to recognize their emotional attitudes and try to make possible work situations which are adequately aligned with their qualifications rather than establish firm, inflexible rules and try then to squeeze the human being into machine-like conformity.

The chances for upgrading were never more favorable for young employees. No longer do companies view with alarm the eager ambition of youth to get ahead. On the contrary, they encourage it to the point of emphasizing "executive training programs" and "management personnel opportunities." Not many years ago such labels were unheard of in connection with the recruiting of young employees.

The "Old Line"

The old line conservative organizations. that have sat complacently back in their dingy Victorian quarters awaiting an annual supply of eager young applicants, have found that the patter of footsteps toward their doors has dwindled down to nothing more than the slow shuffle of aging employees who have plodded there for too many years to turn elsewhere. When the realization finally dawns that they must send someone out to seek prospects they usually go with the firm conviction that they will find innumerable bright young men "who value their futures more than the immediate dollar and will be quite willing to begin work on a low level wage." They corner Placement Directors for an hour at a time during which



Room to Grow . . .

The primary business of Phillips Petroleum Company is producing, refining and marketing fuels and lubricants. Yet because Phillips is one of the most widely diversified oil companies, it can offer technical graduates many opportunities in the development of chemical derivatives from petroleum, ammonia and sulfur compounds, rubber synthesis, atomic research, geophysics, analytical techniques. College graduates with scientific or business training are asked to write D. R. McKeithan, Director, Personnel Procurement.



PHILLIPS PETROLEUM COMPANY

Bartlesville, Oklahoma

they explain the fine reputation of their company and how it has progressed in its salary structure since the days when they started there on a "fourteen-hour work day at fifty dollars a month." They explain at length that young men coming with them must expect to "work hard and develop gradually." It is not easy to convince them that times have changed. But even they are gradually awakening to the fact that competitive salaries must be established and that opportunity must be close at hand, rather than in the misty limbo of far distant years. The resultant effects have benefited not only the new employees, but given better wages and working conditions to the older members as well. In addition, the home communities of such companies have profited through the increased business created by remodeling and redecorating some of these old plants. Towns have roused themselves after years of lethargy and moved forward to a new standard of self evaluation and appraisal.

More and More Schooling

The worker who lacks more than basic schooling is being encouraged as never before to develop his talents. His keen mind can not only search out improved methods for the job he is doing, but suggestion awards have made it possible for his ideas, in relation to any phase of a plant's operation, to be heard and given monetary recognition. Schooling at all levels is being encouraged by management to the extent that more and more companies are paying one-half or more of the cost for employees who elect to use their free hours in academic pursuits. Even graduate school programs are urged for those who already hold one or more degrees. The trend is definitely toward giving a man's mind a chance to attain its highest goals.

For many years a physical or mental breakdown were considered causes for dismissal. The only compensation was an expression of regret and sympathy. Today, forward looking employers engage not only physicians and psychiatrists, but go to extreme lengths to help re-establish an employee in work for which he is suited after he has recovered. Sincere hu-

THANKS For Your Help

In the first two years of our reactivated Sales Management Training Program, college placement people helped us locate twelve outstanding young men for this program.

In addition, you have helped us locate twenty other men for sales and home office positions.

We want to express our thanks to the many people in placement work whose help and guidance have contributed so much to the success of the program.

This year we are again seeking a limited number of men for the Sales Management Training Program and other sales and administrative openings.

Full information about our various career opportunities is given in the booklet shown below which we will be glad to send to you. Simply drop a note to Horace R. Smith, Superintendent of Agencies.



The Connecticut Mutual

man understanding of another's personal problems is more prevalent than ever before. A company without a sound health and retirement program is almost an oddity.

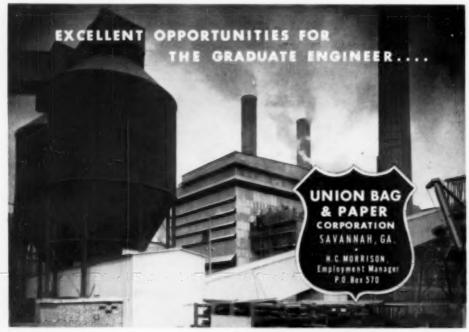
Scholarship opportunities for children of employees are gaining in popularity, with small companies as well as large. Even loan arrangements are set up within many industries to aid employees who need temporary help for vital reasons. More concern is being shown for the family situation, as it effects a worker's behavior on the job. In short, human relations are becoming increasingly human.

Dissatisfied employees are given a chance to discuss their attitudes without the feeling that the door is open and others are waiting outside for their jobs. Employers are trying their best to keep employees interested and contented—not by pampering them, but by recognizing their human individualism. There are ever increasing instances where a man who is found to be unsuited to one division of an organization is shifted to another and

still kept within the parent company, to the benefit of all concerned.

There Are Problems

In pointing out the good that has been derived from the present tight employment market. I do not mean in any way to minimize the bad features. There have been many difficult problems created through the shortage of adequate technical and scientific manpower. Industry has been forced to shoulder a tremendous burden and no immediate relief looms on the horizon. Nevertheless, the old adage "It's an ill wind that doesn't blow someone some good" applies very definitely to today's employment situation. Maybe the pendulum is swinging a little too far in the direction of the employee, but perhaps when it once again strikes a balance, something beneficially lasting will have evolved out of the period through which we are now passing. Looking at it objectively today through the eyes of a placement director, that seems to be the hopeful sign ahead.



The selection, training and full development of those who will guide the Company in the future is one of the most important responsibilities of today's management.

R. R. DEUPREE,

-Chairman of the Board -

Procter & Gamble's long established policy of choosing and advancing its management from within its own organization gives this statement even greater significance.

PROCTER & GAMBLE.

CINCINNATI, OHIO

What kind of engineers does GM want?

We're often asked this question by senior engineering students—perhaps you've heard it, too:

"Are there opportunities in General Motors for other than mechanical engineers?"

The answer, we're glad to say, is a great big "Yes."

For the fact is that 60% of the engineers employed by GM are trained in electrical engineering, chemical engineering, metallurgical engineering and the like. Four out of ten are mechanical engineers.

The way we look at it, a young engineer's growth potential is at least as important as his particular area of specialization. As GM President Harlow H. Curtice said, "We are always on the lookout for young men of ability and promise. Whatever their training, whatever their talent, they can find a

road here in General Motors that stretches ahead as far as they wish or are able to travel."

It's a thought you may sometime wish to pass along to an outstanding young engineer who wonders if he has what it takes for a career as a GM engineer.

GM positions now available in these fields:

MECHANICAL ENGINEERING ELECTRICAL ENGINEERING CHEMICAL ENGINEERING METALLURGICAL ENGINEERING INDUSTRIAL ENGINEERING AERONAUTICAL ENGINEERING BUSINESS ADMINISTRATION

GENERAL MOTORS CORPORATION

Personnel Staff, Detroit 2, Michigan

Selling Life Insurance

. . . one of the outstanding personalities in this field analyzes a career opportunity for young graduates

CHARLES J. ZIMMERMAN, CLU, Managing Director Life Insurance Agency Management Association

"Dear Mr. Zimmerman," a young college graduate writes, "I am coming to you for advice, even though I know only too well how difficult it will be for you to advise a complete stranger.

"Since my graduation from college two years ago, I have been employed in merchandising and sales promotion work. First with the ABC advertising agency and for the last year with the XYZ company. Both financially and from the advancement viewpoint, I have done very well. However, in recent months I have found something missing in my work and have attempted to analyze it.

"What was it in a big corporation I disliked, or, to put it another way, what was it I personally wanted out of my life work? It narrowed down to five fundamentals:

"1. I want to work for myself—be my own boss—be the master of my fate.

"2. I want to do something that would in some way help make the world a better place in which to live.

"3. I want to get away as far as possible from anything resembling company politics.

"4. I want to have my just rewards for my own accomplishments and not have my abilities dependent on the efficiency of others.

"5. I want to make money—lots of it. Not for the money itself, but because only by earning a large income would it be possible for me to enjoy life to the fullest and give my family the advantages I have had.

"To satisfy these requirements, it becomes obvious that the possible avenues of expression were few. Life insurance selling caught my eye... and for the last four months I have made a thorough exploration of the field. I will not go into these details. In making my observations, I had to take into consideration

the type of clientele I would be serving, the social circles I have been and would be moving in

"I have talked with the heads of many life insurance agencies. I have been given all the tests and done well. Now these agencies have been narrowed down to two. But I have found it hard to choose between the two. There are so many things favorable to both and a few things I don't particularly like in each organization. Is there any way that you, a trade association head and an objective person, can help me make up my mind? . . ."

Do questions raised and hopes expressed in this letter have a familiar ring to the college placement officer? How to answer this obviously earnest young man?

This was the reply:

"Dear Mr. College Graduate:

"It would seem that you have very carefully thought through your aspirations for a life work. The points you list can, in my opinion, be found in the career of life insurance sales and service.

"Your points 1, 2 and 3 are completely satisfied by such a career. This is largely true of point 4, although in your early years in the business, at least, you will be somewhat dependent on the the training and supervision you get from others.

"As for point 5, I suppose life insurance meets this requirement, depending on what is meant by making a large amount of money. Life insurance selling does offer this opportunity to certain individuals who have the necessary qualifications!

"I know a good many agents who are in income brackets over \$50,000. Some enjoy incomes from the sale of life insurance two or three times that figure. A survey of members of the Million Dollar Round Table (a group made up of leading life insurance salesmen in the U.S. and Canada) showed an average net income of about \$35,000 per year. Yet bear in mind that the 1,200 men in this select group represent, at most, the top two per cent, from an income standpoint, of all the men selling ordinary life insurance today.

"All in all, however, I know of no business which can satisfy your various career requirements as adequately as can life insurance.

"Your choice of company, in my opinion, is not so important as your choice of agency. It is in the agency that the individual gets his training and his supervision. It is here that he finds either an atmosphere making it easy for him to succeed, or an atmosphere making it difficult for him to succeed.

"On what, then, should your decision be based? I want to stress four factors. First, who will be your trainer and your supervisor? How will you respond to that person? Is he the kind of person you not only have confidence in, but whom you like and respect?

"Second, what kind of men will you be associated with in the agency? Do they talk your language? Would you like to see them socially as well as in a business way? This does not imply that you necessarily will socialize with them, but you are bound to see a good deal of them, both in and out of the office. Your career will be happier if your associates are men whom you instinctively like.

"Third, what has been the record of developing good life insurance salesmen in these two agencies? Can each agency point to men who came to it from scratch—with no previous life insurance experience—and who developed into really outstanding career salesmen? Which agency seems to have done the better job in this respect? Do not necessarily look for the agency producing the most total business, for one agency may be getting a good volume of business from outside sources; whereas the other agency may be getting the bulk of its business from its own full-time, career men. Look for the agency with the higher proportion of successful career men.

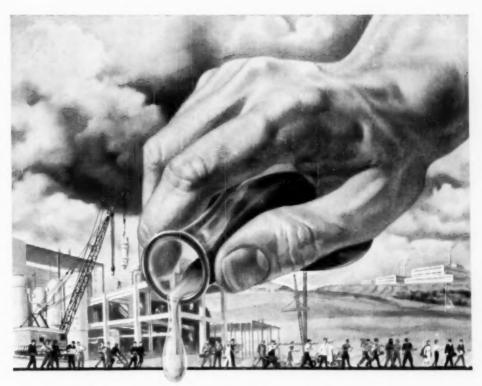
"Fourth, which agency has been more successful with men of your own age group? In our business, some agencies which do an excellent job with mature, experienced men in the age group of, say, 35 to 45, have little success in developing younger men. Development of the young man requires patience and an understanding of his particular problems and his reactions to situations. Then, the young man's market will differ from that of the older man. So ask yourself whether the agency you are considering understands these things. Is the agency prepared to help you develop the market which is best suited to your needs? There are agencies in all parts of the country which have been very successful in the development of men right out of college, or with only brief business experience. In these agencies there is every indication of a keen understanding and appreciation of the problems of the young man. Does either of your two agencies qualify on this count?

"It seems to me these are some of the key questions you must answer to your own satisfaction before you can make an intelligent decision . . ."

Many young men and women, however, are not yet ready to use the four check points suggested in this letter. They know little about the life insurance business and less, perhaps, about the job of the life insurance agent, or salesman. Before these young people can be expected to care about the character of a particular life insurance agency, they will want to know the answers to some basic questions. Ouestions such as these:

Why do people buy life insurance?

People buy life insurance for the most fundamental reason in the world—to protect themselves and their families from economic loss. When a death occurs, for example, life insurance can provide money for illness and last expenses. It can pay off a mortgage and other debts. If it is the breadwinner who dies, life insurance can replace the income he would have earned for his family had he lived.



Careers Grow-Through Science

FROM THE ELEMENTS OF NATURE-a limitless frontier-scientists develop new products and processes that benefit everyone. To the college graduate, these new things mean career opportunities that did not exist before.

THE SCIENTISTS of Union Carbide have introduced an average of one new chemical per month for over 25 years.

TODAY, more than one-third of the work of the people of Union Carbide all over the country is in providing products and processes that did not exist in commercial

quantities 15 years ago.

NEARLY 3,000 SCIENTISTS, in 23 Union Carbide laboratories, devote full time to research.

FOR MORE INFORMATION about opportunities with Union Carbide for your students, please write to Industrial Relations Department, Room 407, 30 East 42nd Street, New York 17, N. Y.

- UCC Divisions and Subsidiaries include

Bakelite Company • Carbide and Carbon Chemicals Company • Electro Metallurgical Company Haynes Stellite Company • Kemet Company • Linde Air Products Company National Carbon Company • Union Carbide Nuclear Company • Pyrofax Gas Corporation



The Stuart Company has prepared this helpful booklet for the Placement Office. It was designed for business administration and liberal arts graduates who are interested in selling as a career in an industry noted for its contributions to bettering mankind's lot through better health for more people.

Our Company is young and fast growing, offering many challenges in a progressive industry. It makes available opportunity for growth to graduates of ambition, ability and character.

The Stuart Company
234 E. Colorado Street
Pasadena 1, Calif.
Please send me () copies of your
new booklet, "An Invitation to Consider THE STUART COMPANY and
a Career in Sales."

NAME (PLEASE PRINT)
COLLEGE
CITY STATE

People also buy life insurance as a form of savings. Most policies have cash values that increase from year to year. Thus life insurance can provide living benefits, such as guaranteed income for old age and retirement, or funds for a college education.

People buy life insurance for business purposes. Life insurance can guarantee funds in many ways to protect a business against loss due to the death of executives, stockholders, or other key men. Life insurance can provide employee benefits through pension and profitsharing plans, as well as group insurance.

Is life insurance a strong, growing business?

With more than 93 million owners of life insurance in the United States today, the life insurance business is in its strongest position in history. New purchases in each of the last three years have reached record heights and the total amount of life insurance in force among the nearly 900 legal reserve companies in this country now exceeds \$350 billion.

Life insurance leaders are convinced that opportunities for the growth of this business were never better. Twenty per cent of all families own no life insurance. Families with insurance own, on the average, only slightly more than one annual income; whereas family financial experts advocate an amount nearer four times the annual income.

The average person needs more life insurance and knows it. In a survey of 2,784 representative men, it was found they owned a total of \$14,514,000 of life insurance, or an average of \$5,200. Each man was asked how much additional life insurance, if any, he desired, and, on the average, each man said he wanted \$7,700 additional protection (148 per cent more).

The market for life insurance is not saturated and never will be because every year millions of new people become potential buyers. Millions of others every year purchase additional amounts of life insurance because of business advancements, improvements in economic status, or changes in family situations.

To placement officers . . .

A word of Thanks

Through your genuine cooperation, and your skill in directing the right man to the right job, the Du Pont Company was able to fill a fair share of its needs for college graduates last year.

Without your able professional assistance, our job and that of other companies would have been much more difficult and the results less satisfactory. We're looking forward to working with you again during the coming year.



BETTER THINGS FOR BETTER LIVING

Opportunity

Plenty—in all areas of our multiple-line business.

Training

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THE TRAVELERS INSURANCE COMPANIES

700 Main Street Hartford 15, Connecticut As an agent, what will I do?

Depending upon the company and agency he joins, an agent usually specializes in one of the three basic forms of life insurance ordinary, group, or industrial.

Whatever the specialty, much of his time is spent developing a list of prospective buyers of life insurance. Calling on a prospect, he determines what problems the prospect has that can be solved by life insurance. He then draws up a life insurance plan or program, presents it, and (he hopes) sells it.

But responsibility does not end with the sale of a policy. The good agent is expected to keep in touch with his clients to see that their life insurance is up to date and continues to accomplish the objectives for which it was purchased.

Will I be my own boss?

Although he receives initial direction and guidance from his agency manager, the agent soon finds he is enjoying a freedom and independence unequalled in most other businesses or professions. In most agencies he is allowed to plan his own time so that he may get maximum pleasure from both work and recreation.

Is it hard to get started?

There is no easy road to success in any business and life insurance is no exception. Neither can a man expect to go into business for himself without investing some capital, and in life insurance this capital consists of personal time and effort plus, in some cases, money for living expenses during the first few months.

To help young men through the early apprentice period, most companies make available a financing plan until such time as the agent is able to make his own way on a commission basis. The plan may be a straight salary, or it may be a combination of salary and advance against future commissions.

In any event, the new life insurance agent starts selling soon after his contract date and may even earn money during his initial training period.



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> R. F. AHRENS Vice President, Personnel UNITED AIR LINES United Air Lines Building Dept. JP-9 Chicago 38, Illinois

What kind of training will I get?

Time was when a new agent was given a rate book, a pat on the back and told to go out and sell. Fortunately for both the public and the business, those days are gone forever. Today the practical and professional training available to life insurance agents is probably without peer in the business world.

Most companies start an agent with intensive sales training from the minute he signs his contract. This training may be at the home office or it may be in the agency under direction of the manager or general agent.

The now prevalent concept of continuous training exposes the agent to some three training cycles lasting over a period of years—beginning, intermediate, and advanced. Much of this training involves personal supervision by an experienced life insurance man and included joint sales work on actual cases.

In addition to company training, the business offers several institutional programs available to men in all companies and endorsed by most companies. One of these is LUTC—a two-year course geared to sales and sponsored by the Life Underwriter Training Council. During 1955 more than 11,000 agents from coast to coast were enrolled in weekly LUTC classes.

Agents aspiring to the professional designation of Chartered Life Underwriter may enroll in a program of study leading to five college level examinations. Subjects include life insurance fundamentals, economics, social problems, law, taxes, trusts, finance and others deemed essential to the well-rounded education of a professional life underwriter,

This CLU program is administered by the American College of Life Underwriters whose high standards are evident from the fact that after 27 years, less than 6,000 agents have become CLU's.

How much money can I make?

One of the great advantages of the life insurance career is the absence of a ceiling on how much money an agent can make. The agent is paid what he is worth, not merely what a particular job is thought to be worth.

To the average man who is qualified, the

career of life insurance selling offers opportunity for a good income all his life; to the man of considerable ability, it offers high earnings; and to the exceptional man, the income possibilities compare with the earnings of top business executives and leading professional men.

Life insurance selling has one income advantage over most other sales jobs—the advantage of recurring income from the same sale. The man who sells an automobile receives but one commission. The man who sells a life insurance policy, however, receives, in addition to a liberal first-year commission, a renewal or service commission each year the policy is kept in force. These renewals last for a specified period of years, usually nine.

The question of compulsory retirement never bothers the life insurance agent. Many men over 60 are enjoying the best incomes of their lives as agents, and the realization that their companies will not force them to retire at the fixed age of 65 or even 70 contributes to their feeling of security.

Will I have pride and satisfaction in my job?

In addition to substantial material reward, the life insurance agent enjoys the satisfaction of knowing he serves the best interests of his fellow men.

Today many jobs look attractive on the surface because the pay is high. Experience shows, however, that in most cases real job happiness comes only from that rarer situation where both income and personal pride are in balance. Most life insurance men admit to sincere satisfaction from knowing that their work is important and socially beneficial, and not just well paid.

Life insurance is a permanent medium of security in an impermanent economy. The good life insurance agent has an opportunity to serve, often beyond even his most far embracing concept.

What are the chances for advancement?

As already indicated, an agent may sell insurance all his life and continue to advance his own earning power and his capacity to serve the public. Some agents, however,







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OBJECTIVES—Program is designed to put the right man in the right job and to develop men of management potential.

RESULTS—Many members of Allis-Chalmers management team are graduates of this course.

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yearn for managerial or executive posts. For this group there are two channels of opportunity: as a general agent or manager of an agency, and as a home office executive. Most companies today are continuously on the alert for men with executive and management potential.

What are some drawbacks to the job?

When a man goes into business for himself (whether it is the business of life insurance agent or running a store), he faces these immediate drawbacks in comparison with a salaried job:

 He will have to serve an apprenticeship in order to learn the business.

He will have to work long hours in order to get established.

He will be able to take little or no money out of the business during the first year, at least.

These drawbacks are less pronounced in life insurance than in many other businesses,

Thus while a man may have to clerk in a store for several years before he knows enough to go into storekeeping for himself, in life insurance he learns about the business after he becomes an agent. Because of the close supervision and excellent training available to the life insurance agent, he is able to be "on his own" in a minimum amount of time.

Admittedly there will be some night and week-end work for the new agent, but it will be no more onerous, certainly, than would be necessary to establish some other kind of independent business. Such overtime effort is actually an investment toward the future when the agent will be able to regulate his own time.

What does it take to be a successful agent?

Not everyone is suited by temperament or ability for life insurance selling. While it is difficult to isolate the many qualities that make for success in this field, in general it can be said that the good life insurance agent must be able to discipline himself and plan his own time. He must know his product and the ways in which it can be used. He must be enthusiastic about what he sells and be able to transmit this enthusiasm to others. He must have self-confidence, patience and poise. He must be able to get along with people.

Because today's agent is expected to be a professional life insurance man, he must be able to do more than sell. He must be dedicated to the cause of serving others. He must be a competent advisor and counselor to his clients.

Is college education necessary?

While college is not a requisite, it appears to be a significant factor in the success of many life insurance agents. One life insurance company has revealed that of its 300 top agents (289 men and 11 women), 178 are college graduates.

A large proportion of new men entering the life insurance business today have some college background. In a survey of all new agents contracted by a group of life insurance companies during a recent year, it was shown that 76 per cent had attended college.

Should I become a life insurance agent right out of college?

There are definite advantages for the young person who embarks on a life insurance career right out of college. Most of these advantages center around the fact that he is young. He has an agile mind to absorb sales training and learn about life insurance. He is probably single and in the best position of his life to undergo business apprenticeship. If he decides to move into management, he has a clear jump on men who enter the business at an older age. Life insurance has no objection to youth in sales management; many agency managers and home office sales executives are under 30. Indeed, a large majority of the sales and sales management leaders of the business are men who started their life insurance careers directly upon completing their college courses.

In the last analysis the answer seems to be this. If the opportunity and responsibility of the life insurance career appeals to the young man right out of college, he need not hesitate. He need but find the right agency with the right company and go to it!



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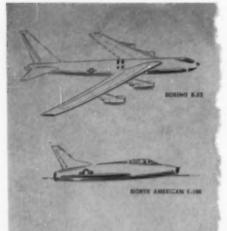
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Recruiting for Industry

. . . A timely review yet it appeared in the first issue of the Journal, October 1940!

PAUL W. BOYNTON, Supervisor of Employment Socony Mobil Oil Company, Inc.

More than fifty years ago George Westinghouse, founder of the great institution which bears his name, started a practice of surrounding himself with college graduates who had had a requisite background in engineering. Apparently he was the first college recruiter, and from that early day the practice of inducting recent college graduates has grown to such an extent that last year about 300 firms in the United States sent representatives to the various schools and colleges in America. These firms annually recruit from one or two men to several hundred. It is estimated that two or three times this number of firms make inquiry and selection of men by correspondence.

Such an increased program by industry has brought with it problems which are of mutual interest, but after 15 years of college recruiting experience it would appear that many of the problems can be simplified through a more complete understanding of the difficulties involved. Our various colleges through their entrance requirements practically control the admission of young men to the professions, and for that matter to many types of industry. Consequently it seems right to expect them to asume the duty and responsibility of training and eventually placing those whom they permit to enter and graduate from the school.

An important aspect of the college recruiting problem is the attitude of the faculty. I would recommend a coordination of personnel activities in school so that the recruiter would be able to operate through a centralized bureau, under the guidance and direction of an institutional personnel officer. Too much time and effort as well as expense are wasted for the college, the student, and the employer when it is necessary for the latter to engage in

correspondence with as many as a half-dozen separate department heads in one school. This has been evident for so many years that the writer finds it inadvisable to visit very many schools which do not centralize personnel and placement activities.

To cooperate more fully with industry it is suggested that schools and colleges have a physical set-up for placement activities which would incorporate the following features:

1. Pre-selection of candidates:

Many colleges do not render assistance in weeding out the men before the recruiter arrives. Occasionally interviews are arranged with no more preparation than having the students sign their names to the notice on the bulletin board. Twice I have counted 125 names on such a notice, although it is questionable if a good job of interviewing can be done on more than 20 men. Frequently recruiters find they are confronted with 50 or 60 men to interview in one day. Obviously the students are at as great if not greater disadvantage than the recruiter.

2. A pre-arranged schedule of interviews:

The recruiter can and should advise the personnel officer of his hour of arrival and departure. He will usually express his preference as to length of interviews—usually 15 or 20 minutes per man. If the personnel officer feels he has more than 30 men who are qualified for and interested in the work involved, he should communicate with the recruiter regarding the necessary additional time.

3. Complete distribution of literature:

College personnel officers should expect companies to furnish full and specific information as to working conditions, usual prog-



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Opportunities and Method of Training—The graduate is placed in an orientation training program for 3-6 months. This consists of job rotation in the various activities of the business. He is then assigned to one of the Divisions based on his interests and demonstrated abilities, and the needs of the company. Fields of opportunity include merchandising, sales, accounting, production and transportation. No particular majors are required.



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ress or rate of advancement to opportunities, etc. Advance publicity should be given out freely by the Personnel Bureau to students' department heads and others who may be interested.

4. Students' records:

These should include scholastic ratings, extra-curricular activities, outside employment and references. Such records constitute some of the most important qualifications a student has to offer and should be readily available for inspection by employment people.

5. Preparation for the interview:

The average college student seems to have little idea what he wants to do, what he has to offer, or why he wants to work for any particular company. In the final analysis he is the only one who can sell himself, but his lot would be easier if he were to receive elementary instruction in the art of selling his services.

6. Private room for interviewing:

Privacy is the only basis of free and confidential exchange of information between the employer and the applicant. It would seem that an office or at least a section of the placement office could be set aside for that purpose. Placement interviews should be uninterrupted and the applicant permitted to tell his story in his own way, without the prompting of any university representative.

7. Faculty advice:

An opportunity to discuss a candidate with the faculty member most intimately acquainted with him, who can give a straightforward opinion, is of great assistance to the recruiter. When an accurate picture of the student can be presented by the college placement officer, frequently a better job of selection can be done. Too often the school authorities attempt to "sell" a man although sometimes, especially in the large universities, the placement officer is completely unacquainted with the student.

It would seem necessary and advisable that vocational guidance should become more of a major activity, changing the basic attitude of students toward the requirements of industry. Unfortunately vocational guidance usually comes too late in the college course. Students should be able to secure complete and accurate information in regard to occupations they may be considering for a career before they attempt to evaluate abilities, interests and aptitudes. Starting vocational guidance in the freshman year will enable students to plan their college work with a greater understanding, not only of their abilities, interests and objectives, but also of their limitations and inadequacies.

Ezra Cornell's utterance, "I would found an institution where any person may find instruction in any subject," states in one clear, short sentence the ultimate aim of American education, and yet too many educators are still prone to feel that their responsibility ceases with the granting of the degree, although the unemployed alumnus is obviously a liability to himself, to society, and to the school which trained him. Some of the arguments advanced by our academic friends in

denying this responsibility seem about as logical as the statement of the 95-year-old Civil War Veteran who attributed his long life to his ability to run like hell at the Battle of Bull Run.

Educating a student to appreciate the finer things of life without adequate preparation to produce the wherewithal to obtain even a modest living, makes him a poor prospect for the business world. If education means anything, it means that the individual will have secured the opportunity to develop through training whatever talent he may have been endowed with, regardless of the quality or quantity of the endowment. Too many students still fail to grasp the fact that Commencement means exactly what the word implies. Excellence in scholarship is not a complete indication of ability or worth, for success in business depends on more than ability to pass college courses, and students must start in the world of business as "lowly frosh."



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An Interviewer's Impressions

. . . his reflection on recent interviews . . . and some suggestions for improvement

J. R. CLARKE, Director of Industrial Relations Stewart-Warner Corporation

Interviewing literally hundreds of young people preparing to leave college for a career in business or industry leaves one with some definite impressions—good and bad.

Here are some of the good impressions.

For the most part these young men and women appear to be getting a broad education. Their interests are revealed as greater than the confines of the particular field of study pursued. Their knowledge of business and its problems appears to be more than superficial. Their outlook is big and unrestricted. This is all a refreshing change from the more narrow, specialized viewpoint and training of a few years back. These young people are going places, and they know it.

They Are Realistic

Many of the graduates recognize that they need additional training and experience in the particular business they choose to join. They are eager to learn about the company's products and policies. They want to get the broad picture of the company and its operations. They are not content to fit at once into a niche and stav there unmindful of what is going on about them. This holds true for the Engineer as well as the Business Administration student and others. Each is fully prepared to work hard, earn salary increases and promotions by performance and to gain the experience they recognize is necessary before taking over a responsible position. They are impatient for action, and this is good.

A surprising number of young people in college today are earning a significant share of their school expenses. They have a realistic outlook on their education and the sacrifices they are willing to make toward completing it.

Good Interview Habits

In connection with the actual interview conducted on the campus to talk with them about a job, most are prompt in appearing for the interview. Many "dress up" to make a good impression, and have a complete résumé available covering their training, school grades, work history, personal information and job interests. In a majority of instances they are pleasant, and courteous. They also participate in the interview, ask questions and express themselves well.

All things considered, the college graduate of today is less "spoiled" than is generally believed, has his feet on the ground, is well trained, knows what he wants, and will undoubtedly go far in the world of tomorrow.

Here are some of the bad impressions.

Only one in ten of the graduating young men and women prepares properly for the interview with a specific company representative. In most cases the prospect knows little about the company other than the scanty information picked up by a hasty review of the company information available to him in the placement office of his school or through hearsay in the fraternity house and the student union building. Consequently the company representative must take up a good share of the brief interviewing time available in explaining these matters.

Too Easy to Get a Job

It is evident that college placement officers have a highly organized and regulated system for arranging interviews between the expectant graduates and the company representatives. Hundreds of such representatives converge on the campus each year. In the administration of a program of this magnitude the placement officer makes it easy, perhaps too easy, for the student to obtain a job. Every conceivable bit of information about hundreds of companies is available to him. Interview schedules are arranged for him. Information covering his life through high school and college is duplicated for him to be given to the company representative. Current reminders and follow-up contacts are provided to be certain that he does not miss an interview. Practically all the graduating student is required to do to receive a halfdozen offers of good jobs is to indicate his interest in seeking a job; provide some information about himself, and spend a few minutes with company representatives when they visit his school seeking him. It appears that this highly organized procedure, while perhaps expedient under the circumstances. could be modified to shift more of the responsibility back to the applicant where much of it belongs.

Too Many Interviews

It is safe to say also that quite a few of the young people sign up for and have too many interviews. They spend countless hours during their last semester in school talking with 10-20-30 company representatives. This leads to confusion in their minds as to what job, what geographical location, what salary, what company they should choose. They receive a smattering of information about many companies and insufficient information about the few in which they should be most interested. Cases have arisen where the expectant graduate fails to graduate because of inattention to studies due to job interviews.

Some graduating young people take advantage of their favorable bargaining position under current conditions. On the one hand a few of them don't show up for the interview after arranging earlier to see the company representative at a specific time. While placement officers prompt attendance at interviews and "have a talk" with those who fail to face up to their responsibility in this regard, such things do occur. These irresponsible actions impose a particular hardship on company representatives who in many cases travel hundreds of miles for the interview.

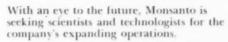
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On occasion some applicants accept a company's offer of an all expense paid trip to the home office for a final interview more as an opportunity to see the country than as an earnest desire to learn more about the company, meet company officials and form a definite idea of his decision regarding a job offer. It is possible for some good students to take five or six such tours of the country with no serious thought of accepting any of the jobs offered or to be offered. Some do.

In more instances than supposed, students considering multiple job offers force interested companies to pay higher starting salaries than they at first anticipate. A brief note to a company stating that an offer of a few dollars per month more by another company prompts a counter-offer which is higher than that initially proposed. While this may be a situation fostered by "supply and demand," little is gained in the long pull by the young graduate who "shops" for the job paying the highest starting salary. In the main, such starting rates of pay do not vary significantly among the better known companies. Where initial earnings is the major consideration, serious mistakes can be made.

Whether these good and bad impressions are universally shared by the many company representatives who visit the colleges and universities throughout the country, is not known. Certainly their experiences should corroborate these observations in addition to many others. Too, it is not known whether each would agree with the following proposed remedies. It seems apparent, however, that some remedies are in order. At the risk of

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treating the symptoms instead of the disease, the following observations are made.

Here are some suggested changes.

The college and university placement officers should advise both the company interested in hiring their graduates and the graduating students to work harder. A more thorough job, both as regards explaining the needs of the company planning to visit the school, as well as prompting more individual initiative on the part of the student applicant who desires interviews, should and could be done.

For example, the placement officer should expect companies to specify clearly and completely not only general information about the company, but also specific information about the characteristics, the training, the accomplishments and other qualifications they desire in the student they seek. For the most part, company brochures and pamphlets deal exclusively with the products and history of the company with some generalized references to their job opportunities and training programs. Few specify the general and specific qualifications the applicant should possess. The placement officer would be in a far better position to match up qualifications with needs and advise the graduates accordingly if this information were available to him.

Encourage Investigation

Too, the graduating student should be encouraged to investigate carefully the areas of his interest, narrow down his choice of companies in which he has an interest, and then correspond directly with these companies. He should ask questions, request information, get to know as much about the company and the personality of the executives as possible. The typical such letter might request the names of graduates from his school currently working with the company or the names of those who might be from his home town. A brief note directly to these individuals asking what they think about the company would reveal information

of positive value to the young man planning to start his career with that company. He should ask, too, why the company is adding employees at this time with his training. If the reason is to replace capable people who have quit, he should reconsider the extent of his interest in that company. A request for a copy of the most recent annual report published by the company will usually give some insight into the growth of the company and its future plans. Much can and should be learned by the young graduate before he decides to spend valuable time considering an offer or to begin to build his career with the company.

On the other hand, company representatives could learn a good deal more about those they intend to interview. A twenty to thirty minute discussion on the campus with an applicant and a quick review of a brief résumé is not adequate to form sound judgments. The interviewer may be doing his company a disservice, and the young graduate too, by deciding after a few minutes of discussion to discontinue interest in the individual. Unlike fishermen, interviewers don't dwell on the "good ones that got away" because they never know what they missed.

Present System Wasteful

Certainly some changes are in order. That the present system is wasteful and needs improving is attested by the facts that on the average only one out of five graduates interviewed is of interest to the company representative and only one out of two of these is offered a job. Generally, too, only one out of three students offered jobs by a company accepts that company's offer. In the case of the graduate, he accepts only one out of the five or six jobs offered.

This is a serious decision for the newly graduated young person to make. It is an important matter to the company also. Each could review the methods and care employed in arriving at a conclusion to be as certain as practical that the final decision is a good one from which both will benefit.



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College Placement Officers

. and interviewing dates for 1955-56

Alabama

Alabama College, Montevallo—A. C. Anderson, Director, Placement Bureau. January 20, June 1, July 15, August 20. Interviews: March 1-August 1. Avoid: November 20-27, December 16-January 2, April 13-22.

Alabama Polytechnic Institute, Auburn—W. S. Farley, Manager, Graduate Placement Office. December 15, March 15, June 2. Interviews: October 10-May 18. Avoid: December 3-January 10, March 10-27.

Huntingdon College, Montgomery—R. Glenn Massengale, Placement Officer. January 27, May 28. Interviews: September 19-May 17. Avoid: November 22-28, December 16-January 4, January 20-30, March 23-April 2.

Jacksonville State Teachers College, Jacksonville—Miss Virginia Bannister, Director of Placement Bureau and Secretary to the Dean. May 25, July 27. Avoid: May 23-25, June 4-5, July 25-27.

Spring Hill College, Spring Hill, Mobile County—Franklyn H. Sweet, CPA, Chairman, Commerce Department. January 31, May 31, July 27. Interviews: Open. Avoid: last week in January, last two weeks in May.

State Teachers College, Florence—W. T. McElheny, Director of Student Personnel and Placement. January 20, May 21, July 20. Interviews: begin October 15. Avoid: November 23-28, December 16-January 4, March 21-26, May 24-June 1.

State Teachers College, Troy—R. H. Ervin, Director of Placement. December 2, March 9, June 1, August 24. Avoid: November 25-December 9, March 2-16, May 25-June 8, July 10-24, August 17-31.

Tuskegee Institute, Tuskegee Institute—J. Julius Flood, Personnel Director. May 25, August 12. Interviews: January 1-May 1. Avoid: April 1-15.

University of Alabama, University—Professor Hubert Mate, Assistant Dean of Arts & Sciences; Dr. Burton R. Morley, Director of Commerce Placement; Professor Futrelle Temple, Director of Teacher Placement; Professor William D. McIlvaine, Jr., Director of Placement for Engineering and Chemistry; Dr. Neige Todhunter, Dean of Home Economics; Professor Henry Leslie, Director of Placement, School of Law; Miss Florence Hison, Dean Nursing. January 28, May 27, August 25. Interviews: October 3-April 27. Avoid: November 19-27, December 10-January 3, January 13-February 5, March 24-31.

Arizona

American Institute for Foreign Trade, Phoenix —Donald M. Johnson, Director of Placement. January 27, June 1. Interviews: September 12-June 1. Avoid: November 23-28, December 14-January 3, January 27-February 1, March 28-April 3.

The Journal again presents its annual listing and takes this opportunity to express its thanks to all respondents. Data are arranged alphabetically by States as follows: name of institution, location, placement officer(s), course completion or graduation dates, dates for interviews, dates to avoid.

Arizona State College, Tempe—Dr. Robert F. Menke, Director of Placement. January 20, May 29, July 14, August 18. Interviews: begin November 1. Avoid: November 23-29, December 21-January 6, January 23-30, March 29-April 10.

Arkansas

Arkansas Polytechnic College, Russellville— John E. Tucker, Director, Student Affairs. January 21, May 20. Interviews: November 15-May 15. Avoid: October 23-28, December 15-January 5, March 28-April 4.

Harding College, Searcy-J. D. Fenn, Director of Placement Bureau.

University of Arkansas, Fayetteville–L. D. Trager, Placement Director. January 29, June 4. Interviews: October 17-May 15. Avoid: November 23-28, December 16-February 7, March 30-April 16.

California

Armstrong College, Berkeley-Esther P. Armstrong, Director, Placement Services, March



Whatever your talent or skill, there's a place for you with Mutual of Omaha, world's largest exclusive health and accident company, and United of Omaha, one of America's few billion-dollar life insurance companies. Our diversified operations call for people with widely varying interests and educational backgrounds to serve either in our Home Office or in our sales and service offices throughout the country.

Mutual and United offer a planned program of advancement. The rapid growth of these companies has meant quick advancement for our young people. Our department heads and executives are "home grown," which means almost limitless opportunities for conscientious young men and women.

There is virtually no college degree or area of specialization which cannot be developed into an interesting career with Mutual and United.

For information on Home Office careers, or work in your own community, write

Mulual or OMAHA

United or CMAHA

33rd & Fornam OMAHA, NEBRASKA 22, June 14, September 20, December 13. Avoid: February 7-10, May 1-4, August 6-10, October 30-November 2.

California College of Arts and Crafts, Oakland
—Mrs. Loretta S. Gano, Executive Secretary
Alumni Society in charge of Job Placement
for College. January 27, June 8. Interviews:
by appointment.

California State Polytechnic College, San Luis Obispo—John E. Jones, Placement Officer. June 16, December 10, March 20. Interviews: October 1-June 9. Avoid: December 9-January 9, March 20-30.

Chapman College, Orange—Emery E. Owens, Registrar and Director of Placement. June. Interviews: begin April.

Chico State College, Chico-Dr. Lawrence T. Crawford, Director of Placement. January 27, June 8, July 27. Interviews: whenever desired.

Claremont Men's College, Claremont—Ruth Witten, Registrar and Placement Director. February 1, June 6. Avoid: December 17-January 4, January 19-February 8.

Compton Junior College, Compton—Earle J. Holmes, Placement Director. January 27, June 15. Interviews: November 1-June 1. Avoid: January 23-27.

George Pepperdine College, Los Angeles-Mrs. Evelyn Emmert, Placement Secretary. January 27, June 3.

Humboldt State College, Arcata—Albert W. Blood, Placement Officer. January 21, June 3.

Long Beach State College, Long Beach—Miss Jane Thompson, Placement Officer. January 28, June 9, July 27.

Los Angeles Valley Junior College, Van Nuys —Mrs. Mary M. R. Bruick, Placement Coordinator. June 14.

Los Angeles State College of Applied Arts & Sciences, Los Angeles—Don D. Prosser, Placement Officer. January 27, June 8.

Loyola University of Los Angeles, Los Angeles
—Kenneth J. Carreiro, Assistant to the President. February, June, August. Interviews: November-April. Avoid: Tuesdays and Thursdays.

Occidental College, Los Angeles—Herbert Gatzke, Director, Vocational Guidance and Placement. June 10. Interviews: February-April. Avoid: March 24-April 1.

Pomona College, Claremont – Mrs. Ruth Mather, Placement Secretary. June 10. Interviews: October 1-May 25. Avoid: January 20-February 9, March 30-April 9,

Sacramento State College, Sacramento—Palmer A. Graver, Placement Officer. January 27, June 8. Interviews: January 9-April 15. Avoid: March 21-April 1.

St. Mary's College, St. Mary's College P.O.— Brother Bede Edward, Director, Placement

Bureau. June 9.

San Diego State College, San Diego—Dr. Will
M. Kidwell, Placement Officer. January 27,
June 8. Interviews: November 1-May 27.
Avoid: November 11, 24-25, December 16January 2, January 27-February 6, February 13, March 24-April 1.

San Francisco State College, San Francisco— Dr. Paul Woolf, Placement Officer. January 27, June 9. Avoid: December 17-January 2.

January 19-26, May 31-June 7.

San Jose State College, San Jose—E. W. Clements, Placement Officer. January 23, June 8. Interviews: October 3-May 25. Avoid: November 11, 24-25, December 19-January 2, January 16-27, February 6-7, March 29-30.

Stanford University, Stanford-Eugene W. Dils, Director. Roswell C. Beverstock, As-

sistant Director in Charge of Business and Technical Placement. September 30, January 6, April 6, June 17. Interviews: October 3-December 2, January 3-March 9, April 2-May 31. Avoid: November 24-25, December 12-16, 19-January 2, February 22, March 19-23, 26-31, June 8-13.

University of California, Berkeley—Miss Vera L. Christie, Manager, Bureau of Occupations. January 14, May 23. Interviews: October 15-January 5, February 14-May 15. Avoid: December 15-January 5, January 13-

February 14.

University of California, Los Angeles—John W. Adams, Manager, Bureau of Occupations. January 26, June 6. Interviews: October 1-May 23. Avoid: November 24-25, December 19-January 2, January 16-26, February 13, March 29-31.

University of Redlands, Redlands—Jack B. Cummings, Executive Secretary, Alumni Association and Director of Placement. June 3, February 5. Interviews: March 15-June.

Whittier College, Whittier-Robert E. O'Brien, Director, Alumni Relations and Employment Bureau. January, June. Interviews: Sep-

Continued on page 44

A fine future for your graduates with THE DOW CHEMICAL COMPANY

Due to its rapid growth, Dow has many positions available for qualified graduates. There are excellent opportunities in Dow's broad research and development departments, in technical sales, in general chemical sales and service, and in the large engineering and service departments servicing large production units. These positions are available in many locations throughout the United States.

Sales Trainee positions are available in Midland for those with pre-engineering or one year of college chemistry, regardless of B.S. major.

For further information on the opportunities offered your graduates, write to Dow's Technical Employment Department today. The Dow Chemical Company, Midland, Michigan.

you can depend on DOW CHEMICALS



Students Evaluate Recruiters

. . recent graduates' reaction to interviewers

LOU RUSSELL, Director Placement Center University of Houston

During the years of 1953 and 1954 the Research Division of the Placement Center at the University of Houston made a thorough and objective study of the personal and individual reactions of seniors toward the men who interviewed them during that period. This information was secured through survey, personal interviews and group discussions.

The project revealed nothing startling, but confirmed the findings of other studies similar to this. In fact, it offered base material for a chapter in any book on interviewing techniques. The chart and list of excerpts from statements by students, I think, are conclusive enough; but, in review, I should like to point out a few highlights and principals which threaded the entire study. I might add that some remarks from these young men were really classics.

We might keep in mind the following conclusions:

 As a whole, the students had great respect for the recruiters and the companies which they represented. The greatest desire on the part of these seniors was to be considered as individuals and human beings and certainly not as a mere part of a mass process of selection and elimination by cut and dried interviews.

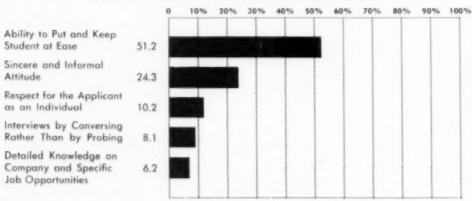
3. The greatest need on the part of the majority of the recruiters, as pictured by the seniors, was the ability to open the interview with ease and close it with polite precision. Often this remark came out. "How could that guy recommend me? I couldn't even talk to him." Leaving a young man in that state of mind too often leads to frustration and an unnecessary feeling of defeat.

4. Honesty and sincerity were an integral part of their own Code of Ethics. If a young man who didn't have the qualifications and background for any one of the only twelve positions, for which a company was checking fifty campuses, he should be tactfully told without being left with the impression that an interview was a routine courtesy.

Probably the most startling report from the seniors was their general opinion that many of the men did not know enough about

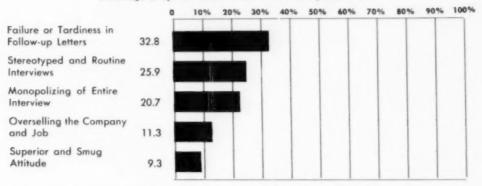
QUALITIES OF INTERVIEWERS RATED HIGHEST BY SENIORS

(Percentage of opinions based on a return of 200 questionnaires)



QUALITIES OF INTERVIEWERS CRITICIZED BY SENIORS

(Percentage of opinions based on a return of 200 questionnaires)



their companies, and yet they were the first to criticize the boys for neglecting to read the company literature.

- 6. Alertness and enthusiasm instead of a routine manner were stressed often. Some boy even reported that a representative of a well-known company sleepily nodded during an interview. One boy said, "Gosh, I wouldn't work for that company if they made me President."
- 7. Informality and enthusiasm was apparent, but sometimes, they said, the recruiter

took this too far. They became so interested in a particular individual that they let some of the others in the waiting room "cool their heels" for an extra hour.

8. The chief benefit derived from any study of this kind comes from the revelation that recruiters, placement directors, and senior candidates can, only through the sincere and cooperative efforts of all concerned, approach successfully the problem of proper selection and proper placement of this vast source of manpower potential.

EXCERPTS FROM THE QUESTIONNAIRE

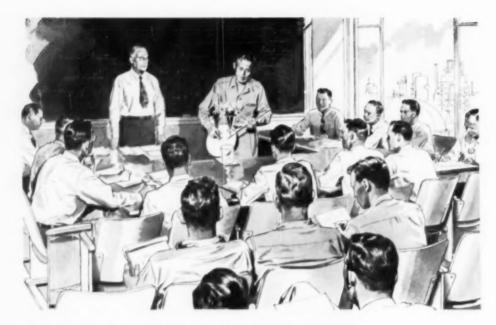
CRITICAL REMARKS

- Failure to introduce self and begin an interview with case
- 2. Lack of interest in boys going into service
- Ideas that it took an "A" average to be even an average engineer
- 4. Lack of knowledge of application blank before interview
- 5. Use of profanity and continuous smoking
- 6. Inability to tell student anything definite
- Lack of knowledge of over-all plant, particularly the technical side
- 8. Not too well groomed but they look for this in a student
- 9. Hedging on information
- 10. Rushing interviews
- 11. Vagueness
- 12. Excessive talking but saying nothing
- 13. Apparent unpreparedness in conducting an interview
- 14. Too much build up about a company
- 15. Routine questions
- 16. Delay in keeping appointments
- 17. Talk too much and don't give student time to express himself

- 18. Various ways of putting you off
- The attitude, "I have to interview you, but my company will not hire you."
- Better organization of single interviews conducted by two men

COMPLIMENTARY REMARKS

- Letting us know what to expect after interview; next appointment, time of notification, etc.
- 2. The "you" attitude
- 3. Playing down job-not overselling
- Honesty regarding information on job conditions and opportunities
- 5. Informal, but business-like approach to interview
- 6. Interest in student
- 7. Good speaking voice
- B. Warm, friendly person who is sincerely interested in everyone he interviews
- Informative about the company, very friendly and interested in helping the interviewees
- Ability to cover entire interview thoroughly in short period of time
- 11. A relaxed rather than tense manner



Training for Promotion

School is never out for the college graduate who goes to work for the Humble Company. He finds continuing opportunity to extend and expand both his theoretical and practical knowledge of his specialty.

Training is made available to employees in all departments of the Company. Indeed, one of the chief means of implementing Humble's policy of promotion from within is to help employees to develop their abilities through comprehensive training.

Much of the training is carried out on the job, but it often takes the form of actual classroom lectures or conferences. Lecturers and conference leaders are selected from acknowledged authorities in the universities and in industry, as well as from qualified Humble personnel.

Still another avenue is self-improvement through membership in professional societies. Humble encourages its employees to become active members of such organizations and to take part in their programs.

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QUICK FACTS ABOUT THE HUMBLE COMPANY Area of Operations

Texas, New Mexico, Florida, Alabama, Georgia, Mississippi,

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Wells drilled annually Crude Oil Production Averages 350,000 barrels daily.

280,000 barrels daily.

Refining Capacity Retail Sales

Texas and New Mexico. Leading Texas marketer, Humble Pipe Line Co Operates 9100 miles of crude oil and products pipe lines in

Texas and New Mexico, transports an average of about

750,000 barrels daily.

An Advisory Placement Council

. . a proposal under consideration

JOHN E. STEELE, Commerce Placement Director Ohio State University

The College recruiting and placement field has grown rapidly since World War II to the point that it is reaching the status of a profession.

Eight associations have been established and/or developed along geographical lines for the purposes of improving standards and procedures among employers and college placement officers within their respective areas, and to provide a common meeting ground for decision and review of mutual concerns.

During this period of expansion and growth, the Journal of College Placement has functioned as a communicating organ within the placement field, having as its objectives the dissemination of information and the exchange of ideas, and the furtherance of the professional concept of college placement activities. The eight associations, although bound together by ties of friendship and common endeavor, have nevertheless functioned without relation to problems that cross regional lines and which by reasons of implication deserve joint action or common treatment.

In recognition of these circums ences the regional presidents, or authorized representatives, met in Philadelphia on June 15, 1955 to consider the advisability of forming a national advisory council dedicated to pursuit of the following objectives:

 To provide for an exchange of information on policies originating with the regional associations.

- To develop a code of standards for college recruiting and placement to be submitted periodically to the regional associations for revision and approval.
- To serve as a sponsor and coordinator of long-range planning, research, and the collecting of information pertaining to college placement.
- To disseminate information through the Journal of College Placement.
- To exchange information on dates of regional meetings.
- To assist the regional associations in their orientation and training of new personnel in the placement field.
- To take other appropriate action to advance the college recruiting and placement profession and present a united front to college administrators, to industry, and to the public.

It should be observed that:

- 1. The regional associations remain selfgoverning.
- Authority continues to reside within the regional groups.
- One of the functions of the proposed Council would be participation and representation in the administration of the JOURNAL OF COLLEGE PLACEMENT.

It is hoped that the regional groups will give proper consideration to the proposal in their meetings this fall and will take definite action.



Recently, the JOURNAL surveyed colleges and universities across the country asking them to report the mathematical average of salaries accepted by their 1955 graduates. Scparate figures were requested for Arts, Business and Engineering. For purposes of comparison, 1954 averages were sought as well.

Among many returns, approximately 150 reports provided accurate and usable figures for each category. These were the basis for all calculations.

Averages reported were weighted to reflect the number of students concerned. The result is a national survey population of about twenty thousand students in each degree category.

ENGINEERING

Schools reported averages for engineering students ranging from \$309 to \$426, and the overall national average for engineers was \$384. This reflects an increase over last year: 1954 reports show a national average of \$368.

As might be expected, schools with low averages in 1954 generally were low in 1955, and vice versa, for all degree categories. In most cases the smaller schools were lowest; i.e., schools having less than fifty engineering graduates reported an overall engineering average of \$369 for 1955.

On the other hand, more than 70% of all schools reported averages between \$370 and \$400. Fifteen schools were over \$400. For example here are the averages reported by nine engineering schools:

Carnegie Tech	\$385
Cornell	415*
Georgia Tech	400
Iowa	390
Lehigh	380
M.I.T.	
Northwestern	
Purdue	400
Stanford	

^{* 10} semester program

Geographic Differences

A geographic breakdown of engineering salaries—using regional placement association boundaries—provides an interesting picture:

Western	\$395
Rocky Mountain	391
Southwest	390
Midwest	388
Eastern	386
Middle Atlantic	382
Southern	376

The west reported consistently high averages—only two schools reporting slightly lower than the national average. The south, on the other hand, reported consistently low. Other areas had more fluctuation, particularly the midwest.

BUSINESS

Business graduates nationally averaged \$331 an increase over last year's \$316,

75% of all schools reported averages between \$325 and \$350, although some were as low as \$260 and one as high as \$383.

M. B. A.

Only a few MBA averages were reported, but those are consistent enough to indicate the high price-tag attached to this degree, for both technical and non-technical degree groups. However, MBA's with

technical undergraduate degrees averaged approximately \$25 higher than others. As an example, MBA's at the University of Pennsylvania averaged \$417 as a group, technicals averaging \$429 as opposed to \$415 for non-

technicals. \$421 was the overall average at Indiana University where technicals averaged \$441. The Harvard Graduate School of Business reported the following figures (for a class ranging in age from 21-37, average 26):

Engineers:

Average \$7029; Median \$6100; Mode \$6000 Range \$4745 to \$15,600

Nonengineers:

Average \$5069; Median \$5200; Mode \$5400

Range-\$3390 to \$14,040

LIBERAL ARTS

The overall national average for liberal arts graduates increased from \$308 in 1954 to \$322 in 1955. Averages reported ranged from \$260 to \$377, about 60% falling between \$310 and \$330.

On the whole it appears that the 1955 sliderule graduate commanded about \$50 more per month than the graduate who had concerned himself with the management of industry and

the marketing of its product. The average rate for both engineers and business graduates was higher than that for liberal arts graduates. The MBA could ask and get up to \$100 more than his undergraduate degree would demand,

College Placement Officers Continued

tember 26-May 31. Avoid: three weeks prior to Christmas, January 20-February 6.

Colorado

Colorado College, Colorado Springs—H. E. Mathias, Dean of Admission. January 31, June 10. Interviews: October 1-May 30. Avoid: December 15-January 4, March 28-April 10.

Colorado A & M College, Fort Collins—Lyle N. Slonecker, Director of Placement. December 16, March 16, June 8. Interviews; October 10-May 29. Avoid: December 12-

January 5, March 12-28.

Colorado School of Mines, Golden—William V. Burger, Dean of Students and Registrar. May 25, July 7, September 8. Interviews: October-April. Avoid: November 24-28, December 17-January 3, March 29-April 2.

Regis College, Denver—Fred R. Van Valkenburg, Director of Placement. January 29, May 27. Interviews: October 10-June 1. Avoid: December 10-January 5, January 20-

February 3, March 28-April 3.

University of Colorado, Boulder—Willard Edwards, Director of the Placement Bureau. February 3, June 8, August 31. Interviews: November 1-December 16, January 5-26, February 8-March 23, April 3-May 29. Avoid: December 16-January 5, January 26-February 8, March 23-April 3, May 29-June 8.

University of Denver, Denver-John A. Rupp, Assistant Director of Placements. December 9, March 16, June 8, August 17. Interviews: October 3-May 31. Avoid: November 24-25, December 9-January 6, March 12-April 2.

Western State College of Colorado, Gunnison —Rial R. Lake, Director, Public Information and Services. Late May and early August. Interviews: January-August.

Connecticut

Annhurst College, South Woodstock, Putnam— Sister Gertrude Emilie, F.S.E., Dean. June. Interviews: After Easter-Last week of May.

Avoid: Fridays and Saturdays.

Connecticut College for Women, New London-Miss L. Alice Ramsay, Personnel Director, June 10. Interviews: January 15-April 15. Avoid: November 23-27, December 17-January 3, January 16-21, 23-25, January 25-February 5, March 24-April 3.

Hillyer College, Hartford-Dr. Edward A. Wicas, Director of Student Personnel. June 10. Interviews: begin February 6. Avoid: May 28-June 1.

Trinity College, Hartford—John F. Butler, Director of Placement. June 10. Interviews: February 6-May 18. Avoid: March 21-

April 4.

University of Bridgeport, Bridgeport—Frank S. Wright, Director of Placement. February 1, June 5. Interviews: October-May 15. Avoid: December 15-January 3, February 1-8.

University of Connecticut, Storrs—John E. Powers, Placement Officer. June 10. Interviews: December 1-May 22. Avoid: December 15-January 6, January 18-February 9,

March 23-April 4.

Wesleyan University, Middletown-Mr. Herbert L. Connelly, Director of Placement. June 10. Interviews: November 4-11, 14-22, 29, December 7-29, March 2, 6-30, April 16-30. Avoid: September 22-November 3, February 1-6, March 3-5, March 31, April 1-15.

Delaware

University of Delaware, Newark—Mrs. Geraldine M. Wyatt, Director of Placement. January 25, June 3, August 5. Interviews: October 17 for midyear grads & Ph.D.'s, December 1 for June & Aug. grads-May 18. Avoid: November 23-28, December 17-January 3, January 14-31, March 24-April 2.

District of Columbia

American University—Mrs. Eloise Nelson Magaw, Placement Officer. January 30, June 10. Interviews: October 1-June 30. Avoid: November 11, 22-27, December 22-January 5, January 23-30, February 22, March 29-April 4, May 30.

Benjamin Franklin University – George G. Dickey, Placement Director. February,

June.

Catholic University of America—Martin E. Casey, Director of Placement. June 12. Interviews: November 7-March 27. Avoid: November 11, 23, 24, 25, December 8, 21-31, February 16, 17, 22, March 7.

George Washington University—Miss Patricia F. Coulter, Student Placement Officer. November 11, February 22, June 6. Interviews: September 26-May 16. Avoid: December

19-31, January 18-February 6.

A Campus-to-Career Case History



Emmett Smith, E.E., '50, supervises operation of the training switchboard which he originally helped to design.

"I Didn't Know There Was Such a Job"

"Communications have always been one of my main interests—in the Navy and at the University of Michigan. So I was very happy when the Michigan Bell Telephone Company invited me to visit their headquarters to talk about a job.

"In Detroit I had a chance to look at a number of departments, including one I'd never heard of before, the Traffic Department. I found that, in addition to the engineering of switchboards, it involved the supervision and handling of calls. It struck me like a wonderful opportunity to combine staff engineering and field management.

"My first impression was right, too, because my work covered both. First, I had on-the-job

training assignments in different kinds of offices—local, Long Distance, dial and manual. Then I worked in engineering—translating estimates of future growth into the number of circuits and switchboard positions required.

"Now I'm supervising the operation of one of the boards I helped engineer. Briefly my job is to see that my district gets the kind of equipment it needs and that what we have is working properly. Another major part of my job is advising the supervisors of the Long Distance operators. I like this because it means working with people, too.

"Needless to say, I'm happy with my job. A job I didn't even know existed."

Emmett Smith's job is with a Bell Telephone Company. There are similar opportunities for engineers with Bell Telephone Laboratories, Western Electric and Sandia Corporation.



BELL TELEPHONE SYSTEM

Georgetown University—Estill M. Guinane, Director of Placement. June 11. Interviews: October 15-May 31. Avoid: December 21-

January 3, March 28-April 8.

Howard University—Mrs. Marian V. Coombs, Director, Office of Student Employment and Graduate Placement. January 26, June 1. Interviews: October 20-April 26. Avoid: January 17-February 4, March 29-April 3. Southeastern University—Leroy J. Maas, Presi-

dent. June. Interviews: April-Graduation. Trinity College—Sister Ann Francis, Dean of Students. June 3. Interviews: December-May. Avoid: Last two weeks of January, February 15-18, March 28-April 8.

Florida

Florida State University, Tallahassee-Mrs. Margaret Blair, Acting Director, Vocational Guidance and Placement. January 28, May 28, August 11. Avoid: November 18-21, 23-28, December 16-January 2, January 20-February 2, March 29-April 3, May 18-29.

Rollins College, Winter Park-Dr. Melvin L. Greenhut, Director of Placement, January 1,

March 15, June 4.

University of Florida, Gainesville—Maurice E. Mayberry, University Placement Officer. January 28, June 4, August 11. Interviews: October 3-May 18. Avoid: November 11, 12, December 17-January 2, March 29-

April 3, After April 15, July 4.

University of Miami, Coral Gables—Mr. Louis A. Miller, Director, Placement Service, February 6, June 11. Interviews: Late October-Early May. Avoid: November 3, 4, 23-25, December 19-January 2, January 18-February 13, March 22-April 3.

University of Tampa, Tampa—Boyd B. Burnside, Dean of Men. February 2, June 7, August 10. Interviews: December-May 27. Avoid: January 26-30, March 29-April 2, May 31-June 5, August 10-September 11.

Georgia

Bessie Tift College, Forsyth – Starr Miller, Dean. June 5. Interviews: March or April.

Avoid: March 10-20,

Emory University, Emory University—Orie E. Myers, Jr., Personnel Director, E. D. Wisonant, Graduate Placement Officer. June 8. Interviews: October 17-June 1. Avoid: December 12-January 3, March 14-25.

Georgia Institute of Technology, Atlanta-Fred W. Ajax, Placement Director. March 18, June 11, September 8, December 15. Interviews: January 9-June 11. Avoid: March 18-25.

LaGrange College, LaGrange-J. Grady Gower,

Registrar. June 4.

University of Georgia, Athens—Miss Anne Seawell, Director, Division of Placement and Student Aid. June 4, August 16. Interviews: October 10-December 10, January 10-March 10, March 22-May 25, June 18-August 10. Avoid: December 10-January 10, March 10-22.

Idaho

Idaho State College, Pocatello—C. A. Tallberg, Director of Placement. January 28, June 4. Interviews: begin February 1. Avoid: November 23-28, December 20-January 4, March 27-April 4.

Ricks College, Rexburg—Marriner D. Morrell, Placement Director. May 26. Interviews:

begin March.

University of Idaho, Moscow—Harlow H. Campbell, Director, Educational Field Service (Placement). June 10. Interviews: November 1-April 6. Avoid: November 5, 6, 12, 13, 19, 20, 24-27, December 3, 4, 10, 11, 17, 18, 21-31, January 1-8, 14, 15, 21, 22, 28-31, February 1-8, 11, 12, 18, 19, 25, 26, March 3, 4, 10, 11, 17, 18, 24, 25, 30, 31, April 1, 7-30.

Illinois

Aurora College, Aurora—Mrs. Crystal R. Janaskie, Director of Placement. June 11. Avoid: December 15-January 4, March 15-28, after June 6.

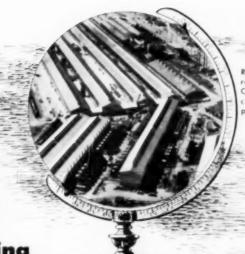
Bradley University, Peoria—Robert E. Walters, Placement Officer. January 30, June 4. Interviews: October-March. Technical Recruiting Avoid: October-January, others

April.

DePaul University, Chicago—Kenneth Conway, Director, Placement Bureau. Interviews: September 26-January 20, February 13-May 25. Avoid: November 1, 7-11, 21 25, December 8, December 21-January 6, March 26-April 4, May 10.

Greenville College, Greenville-George T. Tade, Dean of the College, June 4. Interviews: October 1-May 15. Avoid: January 20-26, March 16-27, November 23-28.

Illinois College, Jacksonville-Mr. J. L. Clements, Placement Officer. June 10. Inter-



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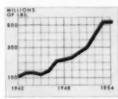
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SAN JOSE CALIFORNIA views: September 19-June 1. Avoid: December 16-January 3. March 30-April 9.

Illinois Institute of Technology, Chicago—Earl C. Kubicek, Director of Alumni Relations and Placement. January 28, June 8. Interviews: October 3-June 8. Avoid: November 24-25, December 19-January 2, January 18-February 27, March 21-23, 29-30, May 3-4, 30.

Illinois Wesleyan University, Bloomington— Mrs. Glenn F. Watt, Director of Placement. June 3. Interviews: February 1-May 4. Avoid: March 23-April 3.

Institute of Gas Technology, Chicago—Rex T. Ellington, Chairman, Educational Program. June 18. Interviews: February 1-April 30. Avoid: March 29-31.

Knox College, Galesburg—Wilbur F. Pillsbury, Dean of Men. December 10, March 15, June 6. Interviews: December 1-June 1. Avoid: March 15-21.

Loyola University, Chicago-Loretta E. Jones, Associate Director of Placement. February 1, June 13. Interviews: October 24-May 15. Avoid: November 7-12, January 18-27, March 21-April 9.

Millikin University, Decatur—Glen R. Smith, Director Business Placement Bureau. January 27, June 4, August 3. Interviews: October 15-August 3. Avoid: October 21-22, November 23-28, December 16-January 3. March 28-April 4.

Monmouth College, Monmouth-Louis S. Gibb, Director of Public Relations. June 4. Avoid: November 23-28, December 15-January 3, January 20-February 2, March 23-April 3.

Northern Illinois State College, DeKalb—Martin H. Bartels, Director of Placement. January 28, June 9, August 10.

Northwestern University, Evanston—Fred L. Hefferon, Assistant to Placement Director. December 17, March 17, June 18, August 4. Interviews: October 30-May 11. Avoid: December 2-January 30, March 9-April 3.

Olivet Nazarene College, Kankakee-Paul L. Schwada, Director of Placement. January, May, August.

Quincy College, Quincy—Miss Lucile Danker, Placement Director. June 2. Interviews: March 15-May 20. Avoid: April 16-24.

Rockford College, Rockford—Mrs. Thera T. Lindsey, Coordinator of Student Affairs. June 11. Avoid: December, March 30-April 16. Roosevelt University, Chicago-Mr. A. R. Eckberg, Director of Placement. January 29, June 10. Interviews: October 18-June 10. Avoid: December 19-January 2, January 23-28, March 26-31, June 4-9.

Rosary College, River Forest-Sister Mary Liam, Director of Placement Bureau. June 4. Interviews: February 10-May 15. Avoid:

March 25-April 10.

Shimer College, Mount Carroll—D. Eldridge McBride, Dean of Students. May 27. Avoid: December 16-January 4, March 16-27.

Southern Illinois University, Carbondale—Roye R. Bryant, Director of Placement Service. December 16, March 17, June 17, August 17. Interviews: October 10-May 28. Avoid: November 16-19, December 12-January 3, March 12-28.

University of Chicago, Chicago—Robert C. Woellner, Director of Vocational Guidance and Placement. September 2, December 16, March 16, June 9. Interviews: November 14-May 18. Avoid: December 16-January 3,

March 16-26.

University of Illinois, Urbana—Robert Calvert, Jr., Coordinating Placement Officer. June 16. Interviews: October 10-18, October 24-November 22, November 29-December 20, January 4-13, February 20-March 28, April 5-May 18. Avoid: October 19-21, November 23-28, December 21-January 3, January 20-28, February 6-9, March 16, 17, March 29-April 4, May 31-June 8, June 16.

Wheaton College, Wheaton-Mrs. Rana B. McDonald, Placement Director. January 27, June 11, August 17. Interviews: November 1-May 15. Avoid: December 14-January 4, February 1-10, March 30-April 10.

Indiana

Anderson College, Anderson—Dr. Adam Miller, Men's Head Counselor, General Placement for Men. Dr. Nancy Osborn, Women's Head Counselor, General Placement for Women. Mr. Elbridge MacKenzie, Professor of Elementary Education, Teacher Placement. June 18. Avoid: December 21-January 4, March 29-April 3.

DePauw University, Greencastle—David W. Robinson, Assistant Dean of Students. January 28, June 10. Interviews: October 15-June 1. Avoid: November 23-28, December 21-January 4, January 20-February 2, May 29-April 9.

Franklin College, Franklin—Gael D. Swing, Placement Counselor. June 3. Interviews: February 15-May 15. Avoid: March 29-

April 10.

Hanover College, Hanover-January 30, June 11. Interviews: February 1-June 1. Avoid: March 29-April 10.

Huntington College, Huntington-Carl Zurcher, Director of Placement. June 11, August 9. Avoid: November 23-28, December 16-January 3, March 29-April 9.

Indiana Central College, Indianapolis—Dr. Robert E. Cramer, Head of Placement

Bureau. June 10, September 1.

Indiana University, Bloomington—J. D. Snider,
Director of Bureau of Personnel Relations
and Placement. January 28, June 11, August 10. Interviews: October 17-August 8.
Avoid: November 19-29, December 19-January 5, January 19-February 12, March 27-April 5, May 24-June 22.

Purdue University, West Lafayette—F. Lynn Cason, Director, Placement Service for Men. January 28, June 1, August 8. Interviews: October 31-November 22, November 28-December 20, January 9-27, February 6-March 27, April 9-May 25.

Rose Polytechnic Institute, Terre Haute—Gustave C. Zaden, Director of Placement. June



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9. Interviews: October 20-April 20. Avoid: December 15-January 4, January 15-Febru-

ary 2, March 28-April 4.

Tri State College of Engineering and Commerce, Angola—William F. Thomas, Placement Director, December 23, March 16, June 7, August 23, Interviews: October 15-August 10, Avoid: December 13-January 16, March 1-April 1, May 25-July 9.

University of Notre Dame, Notre Dame—Rev. Alfred F. Mendez, C.S.C., Director of Placement June 3. Interviews: October 17-May 11. Avoid: November 1, 23, 24, 25, December 8, 9, December 17-February 5, February 22, March 26-April 13,

Valparaiso University, Valparaiso—Alfred R. Looman, Director of Placement. January 29, June 3. Interviews: November 1-May 4. Avoid: December 4-January 31, March 24-

April 8.

lowa

Central College, Pella—Dr. Walter D. DeKock, Professor of Education. June 4. Interviews:

March 1-June 1.

Drake University, Des Moines—O. E. Niffenegger, Placement Director. January 29, June 4, August 24. Interviews: October 3-May 18. Avoid: October 28, November 22-29, December 15-January 5, January 18-February 6, March 28-April 4, April 27-28.

Grinnell College, Grinnell-Dr. G. L. Thornton, Director, Placement Bureau. January 27, June 3. Interviews: November 15-April 30. Avoid: December 17-January 3, January 3.

ary 23-26, March 24-April 3.

Iowa State College, Ames--L. R. Hillyard, Engineering Personnel Officer. December 16, March 17, June 8. Interviews: October 17-June 1. Avoid: November 23-27, December 10-January 10, March 10-28, May 10-13.

Morningside College, Sioux City—Miles Tommeraasen, Head Department of Accounting & Business Administration. January, June, August. Interviews: October 1-Graduation. Avoid: Last two weeks of January and May.

Parsons College, Fairfield—Mrs. Ethel C. Sherman, Director of Guidance and Placement. June 3. Interviews: September 15-June 1, Avoid: December 17-January 1.

State University of Iowa, Iowa City-Helen M. Barnes, Director, Business and Industrial Placement. February 4, June 8, August 8. Interviews: begin October 24. Avoid: November 22-28, December 14-January 6, January 23-February 13, March 28-April 5.

Kansas

Fort Hays Kansas State College, Hays—Miss Ethel V. Artman, Placement Service Bureau, Executive Secretary. January 20, May 29, August 2. Interviews: February 15-May 15,

Friends University, Wichita — Marjorie B. Brightup, Director of Work Placement.

January, June, August.

Kansas State College, Manhattan—Chester E. Peters, Director of Placement. January 28, May 27, August 5. Interviews: October 17-March 23. Avoid: November 19-February 12, March 14-18.

Kansas Wesleyan University, Salina–John F. Courter, Director of University Services. January 21, May 29. Interviews: January 9-May 23. Avoid: January 18-23, March 29-April 9.

McPherson College, McPherson-Prof. Marlin Frantz, Assistant Professor of Education and Psychology, Director of Teacher Placement. January 22, May 30.

Ottawa University, Ottawa—Jess O. Cullison, Ed.D., Head, Division Education and Psychology. June 1. Interviews: February 1-June 1.

St. Benedict's College, Atchison—Rev. Cletas Kohake, OSB, Dean of Studies. May 30. Avoid: November 23-27, December 16-January 4, March 27-April 3.

Sterling College, Sterling—Mrs. Ada Lou Shields, Registrar & Director of Placement. May 28. Interviews: January-May.

University of Wichita, Wichita—Mrs. Ralph Graham, Supervisor Alumni-Student Employment Bureau. January 21, May 27. Interviews: November 1-April 30. Avoid: November 24-26, December 17-January 3, January 12-25, March 29-April 3.

Kentucky

Berea College, Berea-Norris B. Woodie, Alumni Secretary. January 31, June 4. Interviews: January 2-May 27. Avoid: January 26-March 31.

Kentucky Wesleyan College, Owensboro-Billy J. Ross, Director of Publicity. June 3-5.

Interviews: September-June.

Murray State College, Murray—M. O. Wrather, Director of Public Relations. May 31, August 3. Interviews: begin February 1, 1955.

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University of Kentucky, Lexington-Mrs. D. C. Kemper, Secretary, Placement Service. May 28, August 3, Interviews: October 17-May 15. Avoid: November 24-26, December 17-January 3, January 23-February 10, March 30-April 2.

University of Louisville, Louisville-Leonard W. Anderson, Placement Director. June 3. Interviews: September-June. Avoid: December 18-January 1, January 23-28, March

Ursuline College, Louisville-Sister M. Raymond, Academic Dean. June 5.

Louisiana

Grambling College, Grambling - Leavy W. Oliver, Placement Officer. May 28. Inter-

views: March 1-May 28.

Louisiana State University, Baton Rouge-I. G. Lee, Dean, College of Agriculture, Cecil G. Taylor, Dean, College of Arts and Sciences. Hulen B. Williams, Assoc. Prof. of Chemistry & Head of the Dept. of Chemistry, College of Chemistry and Physics. James B. Trant, Dean, College of Commerce, E. B. Robert, Dean, College of Education, Frank T. Carroll, Jr., Asst. to the Dean, College of Engineering. Richard J. Russell, Dean, Graduate School. Paul M. Hebert, Dean, Law School. Florrinell F. Morton, Director, Library School. W. W. Frye, M.D., Dean, School of Medicine (New Orleans). Everett L. Timm, Director, School of Music. Fred H. Fenn, Director, University College, Earl E. Klein, Director, School of Social Welfare. J. H. Mattox, Jr., Director of Public Relations. June 2, January 28. Interviews: October 15-May 15. Avoid: November 16-23, January 21-28, March 22-29.

Southeastern Louisiana College, Hammond-L. E. Chandler, Dean of the Division of Student Life. January 28, June 2, August 12. Interviews: begin November. Avoid:

January 31, May 4-31.

Louisiana Polytechnic Institute, Ruston-Elenora A. Cawthon, Director, Department of Placement and Service. January 25, May 28. Interviews: October 1-May 18. Avoid: November 23-28, December 17-January 3, January 25-31, March 29-April 3.

Southwestern Louisiana Institute, Lafavette-Mrs. B. H. Tobin. Director of Placement.

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January 21, May 21. Interviews: September 15-May 15. Avoid: November 19-28, December 20-January 4, January 21-31, February 14, March 28-April 3.

Tulane University, New Orleans—Mr. Johnie E. Branch, Placement Officer. May. Interviews: begin October. Avoid: January 17-31, February 13-14.

Maine

Bates College, Lewiston-Dr. L. Ross Cummins, Director, Guidance and Placement Service. June 10. Interviews: February 13-May 16. Avoid: March 22-April 3.

Bowdoin College, Brunswick — Samuel A. Ladd, Jr., Director of Placement. June 26. Interviews: February 6-May 20. Avoid: March 23-April 3.

Colby College, Waterville—George T. Nickerson, Dean, Men's Division. Pauline Tompkins, Dean, Women's Division. Interviews: December 1-March 23. Avoid: December 17-January 3, January 13-February 1.

Nasson College, Springvale—Doris C. Reando, Registrar and Placement Officer. June 10.

University of Maine, Orono—Philip J. Brockway, Placement Director. February 3, June 10. Interviews: after November 1. Avoid: November 23-27, December 16-January 2, January 23-February 5, March 30-April 8.

Maryland

Goucher College, Baltimore—Dorothy Arnold, Director of Vocational Guidance. June 10. Interviews: January 2-May 1. Avoid: March 12-March 26.

Hood College, Frederick—Mary Grace Helfenstein, Director of Placement. June 3. Avoid: January 20-31, March 28-April 9.

Johns Hopkins University, Baltimore-James Lyon Rogers, Director of Placement. June 12. Interviews: Ph.D.'s October 20-March 20. Bach and Mast. January 9-March 28. Avoid: November 24-27, December 22-January 8, January 25-February 8, February 22.

Mount St. Agnes College, Mount Washington
—Sister Mary Magdala, R.S.M., Registrar,
Iune 3.

Mount St. Mary's College, Emmitsburg—Gerald C. Orosz, Director of Placement. June 1. Interviews: October 1-May 15. Avoid: December 15-January 5.

St. John's College, Annapolis-James M. Tol-

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bert, Tutor and Director of Admissions and Placement. Mid June.

University of Baltimore, Baltimore—Prof. John R. Spellissy, Placement Director. February 3, June 1, 14, August 31. Interviews: March 1-June 1. Avoid: December, January.

University of Maryland, College Park-Lewis M. Knebel, Assistant Dean of Men, in Charge of Placement. February 1, June 9. Interviews: November 1-December 15, February 15-May I. Avoid: November 22-30, February 22, March 29-April 4. Also avoid after March 26 for technical graduates and February 15-17, 20, 21, 23, 28 and March 1 for Mechanical Engineers. Limit of three companies per day for given type of graduate and one company per day in each field.

Massachusetts

American International College, Springfield—William W. Turner, Director of Placement.
 June 3. Interviews: February 1-April 15.
 Avoid: February 22, March 29-April 9.

Amherst College, Amherst—J. Alfred Guest, Director of Guidance and Placement. June 9. Avoid: December 16-January 3, January 20-31, March 22-April 10.

Assumption College, Worcester-Rev. Louis Dion, Registrar. June 7. Interviews: January 1-May 15. Avoid: January 22-February 3.

Babson Institute of Business Administration, Babson Park—Everett W. Stephens, Dean of Students. December 17, March 23, June 15. Interviews: January 9-May 29. Avoid: February 22, March 17-April 3, April 19.

Bentley School of Accounting & Finance, Boston—Philip S. Gardner, Placement Director. June 8. Interviews: January 15-June 1. Avoid: March 24-April 2.

Boston College, Chestnut Hill—George P. Donaldson, Director of Placement. June 13. Interviews: November 2-May 22. Avoid: November 11, 24, 25, December 8, 19-31, February 22, March 29, April 1-9, May 10.

Boston University, Boston—Norman H. Abbott,
Director of Placement. C. E. Forbes, Senior
Placement-Men. Emaline L. Kelley, Women's Placement. January 25, June 3, August
18. Interviews: November 14-May 11.
Avoid: November 11, 23-27, December 17January 2, January 14-February 5, February 22, March 24-April 1, April 19.

Burdett College, Boston-Mrs. Lois K. Jones, Placement Director. June 10. Interviews: February 1-May 15. College of Our Lady of the Elms, Chicopee— Sister Helen Joseph, Registrar. June 4. Interviews: begin spring term.

Emmanuel College, Boston—Rose M. Mullin, Director of Placement. June. Interviews: October to May.

Harvard Graduate School of Business Administration, Boston—Mr. D. G. Folts, Director of Placement. June 14. Interviews: February 13-May 11. Avoid: February 22, April 1-8, 19.

Harvard University, Cambridge – Louis L. Newby, Director, Office of Student Placement. June 14. Interviews: November 1 (technical co.'s) February 2 (non tech. co's)-April 30. Avoid: December 22-February 1, April 1-9.

Holy Cross College, Worcester-Frank Gallagher, Director of Placement. June 13. Interviews: January 4-May 4. Avoid: January 18-February 7, March 24-April 10, February 22, April 19.

Lowell Technological Institute, Lowell-James W. Bell, Director, Placement Bureau. June 18. Interviews: February 2-May 1. Avoid: February 22, March 29-April 9, April 19.

Massachusetts Institute of Technology, Cambridge—James G. Kilso, Assistant Placement Officer. June 8. Interviews: October 24-May 22. Avoid: January 19-February 6.

Merrimack College, North Andover—Simeon E. LeGendre, Jr., Placement Director. June 1. Interviews: September 19-June 1. Avoid: February 26-April 9.

Mount Holyoke College, South Hadley-Helen MacM. Voorbees, Director, Appointment Bureau. June 4. Interviews: February 1-May 15. Avoid: March 20-April 3.

Northeastern University, Boston-Roy L. Wooldridge, Director of Co-operative Work and Placement. June 17. Interviews: December 28-January 20, January 31-March 30, April 10-May 11. Avoid: January 1, February 20-22, April 19.

Radcliffe College, Cambridge—Miss Mary D. Albro, Director of the Appointment Bureau. June 13. Interviews: January 5-May 23. Avoid: January 18-30, February 22, April 1-8, 19, May 23-June 5.

Regis College, Weston—Elizabeth Murphy, Director of Placement. June 12. Interviews: February 6-May 25. Avoid: February 22, March 19, March 28-April 8, April 18-21. Thursdays.

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Simmons College, Boston—Anna M. Hanson, Director of Placement. June 11. Interviews: February-May. Avoid: February 22, March 23-April 2, April 19.

Smith College, Northampton – Miss Alice Norma Davis, Director Vocational Office. Miss Patricia Glass, Associate Director. 1st week in June. Interviews: January 30-Mid May. Avoid: February 22, March 21-April 5, December 16-January 3.

Springfield College, Springfield – Howard H. MacMullen, Director of Placement. December 14, March 14, June 10. Interviews: October 10-June 1. Avoid: November 23-27, December 8-January 3, March 10-26.

Tufts College, Medford—Mrs. Viola Saltmarsh, Placement Director. February 1, June 10. Interviews: January 5-April 29. Avoid: January 19-February 8, February 22, April 4-11.

University of Massachusetts, Amherst—Emory E. Grayson, Director of Placement Service. June 3. Interviews: January 9-May 19. Avoid: January 20-February 5, February 22, March 24-April 1, April 19.

Wellesley College, Wellesley – Mrs. Joan Fiss Bishop, Director of the Placement Office. June 4. Interviews: January 10-May 10. Avoid: January 26-February 8, March 26-April 6.

Wheaton College, Norton-Ellen H. Mueser, Placement Director. June 3. Interviews; September 22-June 3. Avoid: December 16-January 3, March 29-April 10.

Williams College, Williamstown—William O. Wyckoff, Director of Placement, June 10. Interviews: February 13-May 3. Avoid: March 24-April 4.

Worcester Polytechnic Institute, Worcester— Ernest W. Hollows, Asst. Dean. June 17. Interviews: December 5-April 27. Avoid: December 22-January 8, January 25-February 11, February 22, April 2-7, 19.

Michigan

Albion College, Albion-Mrs. Lynn Mallory, Placement Secretary. January 27, June 4. Interviews: September 26-May 25. Avoid: November 22-28, March 24-April 2.

Alma College, Alma—Mr. McCall, Director of Placement Department. June 2. Interviews: December 11-June 1.

 Central Michigan College, Mt. Pleasant—Kenneth T. Bordine, Supervisor of Placement. February 1, June 15. Interviews: March 1-June 15.

Ferris Institute, Big Rapids—James T. Tyree, Asst. Dean of Commerce. December 9, March 16, June 15. Interviews: November 1-June 10. Avoid: November 22-28, December 19-January 3.

Hillsdale College, Hillsdale—Dr. E. Robert Chable, Director of Student Personnel and Dean of Men. First week of February and first week of June. Interviews: end before June 1st.

Lawrence Institute of Technology, Detroit—William C. Burke, Director of Student Placement. December 9, February 10, March 23, June 15, June 29. Interviews: January 16-May 25. Avoid: March 15-28.

Marygrove College, Detroit—Miss Patricia Madden, Placement Director. June 6. Interviews: September 20-May 25. Avoid: November 1, 24, 25, December 8, 19-January 3, January 25-February 7, March 29-April 19.

Michigan College of Mining and Technology, Houghton-Leo F. Duggan, Dean of Students and Director of Placement. June 4. Interviews: January 5-March 16. Avoid: February 6-11.

Michigan State Normal College, Ypsilanti— Donald M. Currie, Director of Placement. January 24, June 9. Interviews: December 1-June 8. Avoid: January 21-March 24, March 30-April 11.

Michigan State University, East Lansing— Jack Breslin, Director of Placement. December 6, March 15, June 10. Interviews: October 10-June 13. Avoid: November 23-25, December 7-January 9, March 16-April 9.

University of Detroit, Detroit – Donald C. Hunt, Director, Coordination and Placement. January, June. Interviews: October 17-May 11.

Wayne University, Detroit—Merland A. Kopka, Director, Placement Services. January 31, June 14. Interviews: October 3-May 31. Avoid: November 23-25, December 19-January 6, January 23-February 10, March 29-April 6.

Minnesota

Augsburg College, Minneapolis—Carl R. Hammarberg, Director of Placement. June 4. Interviews: January 3-May 25. Avoid: January 19-25, March 27-April 4.



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Carleton College, Northfield – Dr. Leith Shackel, Director of Placement. June 11. Interviews: November-May. Avoid: December 16-January 4, January 27-February 7, March 23-April 3.

College of St. Catherine, St. Paul—Sister Catherine Ann, C.S.J., Placement Director,

une 4.

College of St. Teresa, Winona-Sister Mary Romano, Director of Placement Service, June 3. Interviews: September 10-June 1. Avoid: December 16-January 3, March 27-April 9.

College of St. Thomas, St. Paul—Ray G. Mock, Director of Placement. January 30, June 1, August 3. Interviews: December 1-April 27. Avoid: December 8, December 16-January 4, January 13-28, February 22, 29, March

7, March 21-April 5.

Concordia College, Moorhead—Mrs. Dorothy Monson, Acting Director. June 4, August 3. Interviews: Begin latter part of February-May 28. Avoid: March 28-April 3, May 18.

Gustavus Adolphus College, St. Peter-J. Don Slarks, Director of Placement. June 3, January 28. Interviews: February 1-May 1.

Hamline University, St. Paul—Elizabeth S. Sibbald, Director of Student Placement. June 4. Interviews: January 1-May 24. Avoid:

March 24-April 3.

Macalester College, St. Paul—Gladys H. Reutiman, Director of Placement, January 27, June 4. Interviews: November 1-May 11. Avoid: November 7-11, 24-26, December 17-January 4, January 19-February 6, February 22, March 23-29, March 30-April 9.

St. John's University, Collegeville—Thomas W. McKeown, Director of the Placement Serv-

ice. January 20, May 30,

St. Olaf College, Northfield—Dr. Tillman M. Sogge, Director of Placement. June 2, 3, 4. Interviews: December-April. Avoid: December 15-January 3, January 20-31, March 28-April 4.

University of Minnesota, Duluth—Coordinator of Placement. December 17, March 17, June 9. Interviews: begin November 15. Avoid: December 17-January 3, March 17-26.

University of Minnesota, Minneapolis – Mr. Arnold S. Woestehoff, Director, Placement Inquiries Clearance Office. December 15, March 15, June 9. Interviews: October 10-May 23. Avoid: October 12, November 11, 24, 25, December 3-January 8, February 13, 22, March 3-April 1.

Mississippi

Mississippi Southern College, Hattiesburg— Miss Dorothy Lenoir, Director of Placement. November 30, March 9, June 3, August 14. Interviews: October 1-August 7.

Mississippi State College, State College—Robert S. Leshe, Placement Officer. January 28, May 28, August 11. Interviews: October 10-April 30. Avoid: November 22-28, December 16-January 3, January 31-February 2, March 27-April 14.

Mississippi State College for Women, Columbus—G. T. Buckley, Registrar and Director of Placements. June 3. Interviews: March 15-June 1. Avoid: March 28-April 4.

University of Mississippi, University – George M. Street, Director of Placement, January 31, May 30, August 15. Interviews: September-May.

Missouri

Central College, Fayette-Dr. Marie C. Vilhauer, Head of Business Department. January 21, May 27. Avoid: November 23-28, December 16-January 2, March 16-26.

Culver-Stockton College, Canton—R. B. Mease, Director of Placement. February 4, June 4,

August 3.

Lindenwood College, St. Charles-Miss Mary Lichliter, Director of Guidance and Place-

ment. June 2.

Missouri School of Mines and Metallurgy, Rolla-V. A. C. Gevecker, Assistant Dean. January 25, May 28. Interviews: October 1-May 1. Avoid: November 23-28, December 16-January 2, January 18-February 3, February 22, March 14-19.

St. Louis University, St. Louis—Charles J. Marino, Director of Placement. February 5, June 5. Interviews: October 18-May 1. Avoid: November 1, 7-12, 23-28, December 8, 21-January 5, January 23-31, February 1-6, 22, March 22-28, April 1-3.

State Teachers College, Kirksville-Eli F. Mittler, Director, Placement Bureau. November 23, February 29, May 18, August 9.

University of Kansas City, Kansas City— Wheadon Bloch, Dean of Students. June 3. Interviews: March 1-May 15. Avoid: March 28-April 9, May 15-June 4.

Washington University, St. Louis—Betty Inman, Coordinator, Central Placement Office. Katheryn Clymonts, Coordinator, Engineering Placement. January 28, June 6. Interviews: November 1-April 13.

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GENERAL OFFICES . TOLEDO 1, OHIO

- Webster College, Webster Groves-Elizabeth Halpin, Director of Admissions and Placement. May 30.
- William Jewell College, Liberty-E. W. Holzapfel, Dean of Students. May 28, July 27. Interviews: February 15-May 11. Avoid: March 28-April 3.

Montana

- Carroll College, Helena Rev. William L. Waggenor, Registrar. June 1. Interviews: February 1-May 1.
- College of Great Falls, Great Falls Sister Agnes Kathleen, Administrative Dean. Iune 1.
- Montana State College, Bozeman—E. H. Wilson, Placement Director. December 17, March 17, June 8, August 17. Interviews: October 1-June 1. Avoid: December 10-January 5, March 10-April 1, April 26-29.

Nebraska

- Creighton University, Omaha—John P. Potter, Director of Placement and Student Promotion. February 1, June 7, August 3. Interviews: October 1-May 23. Avoid: October 6, November 1, 23-28, December 8, December 15-January 4, January 20-February 6, February 22, March 28-April 3, May 10-15
- Dana College, Blair—A. J. Snowbeck, Director of Placement, May 31.
- University of Nebraska, Lincoln—J. P. Colbert, Chairman, Committee Occupational Placement. February 4, June 11. Interviews: October 17, April 13. Avoid: October 24-

- 26, November 23-27, December 17-January 1, January 24-February 3, March 24-April I.
- University of Omaha, Omaha—John E. Woods, Placement Director. January 27, June 4, July 14, August 18. Avoid: October 7, November 23-28, December 15-January 5, January 21-31, March 28-April 4, May 11, May 24-June 4, Sept. 4-15, November 21-26, December 14-31.

New Hampshire

- Dartmouth College, Hanover-Donald W. Cameron, Director of Placement. June 10. Interviews: February 8-May 11. Avoid: March 23-April 11.
- Mount St. Mary College, Hooksett-Jacqueline F. Mara, Placement Director, June 3, Interviews: October 15-May 1.
- University of New Hampshire, Durham—Donald H. Richards, Director, Placement Bureau. Peter Janetos, Assistant Director. Interviews: January 4-April 30.

New Jersey

- College of St. Elizabeth, Convent Station— Miss Julia E. Read, Personnel Director. June 6. Interviews: February 6-April 30. Avoid: March 28-April 8, April 16-20.
- Douglass College, New Brunswick—Olive King Bray, Director, Personnel Bureau. June 6. Interviews: February 23-April 20. Avoid: March 24-April 2.
- Drew University, Madison—James A. McClintock, Director of Student Personnel. January 24, June 4. Avoid: March 14, March 24-April 2, April 26, May 14-19.

COMING MEETINGS

- Rocky Mountain Association of College Placement Officers October 7 and 8, 1955—Cosmopolitan Hotel, Denver, Colorado
- Southern College Placement Association December 1 and 2, 1955—Battle House Hotel, Mobile, Alabama
- Southwest Placement Association October 13 and 14, 1955-Hotel Tulsa, Tulsa, Oklahoma
- Western College Placement Association January 19 and 20, 1956—San Diego, California

Newark College of Engineering, Newark— James W. Hicks, Asst. Director of Industrial Relations. June 7. Interviews: begin February 13. Avoid: February 22, March 30, week of April 9.

Princeton University, Princeton—Gordon G. Sikes, Director, Placement Bureau. June 12. Interviews: February 6-April 27. Avoid:

February 22, March 26-April 2.

Rider College, Trenton—G. Kenneth Conover, Placement Director. November 22, February 25, May 27. Interviews: January 16-April 1. Avoid: February 20-22, March 23-April 3.

Rutgers University, New Brunswick—Mr. John P. Kirkwood, Director Personnel and Placement. June 6. Interviews: October 31-April 27. Avoid: December 17-January 30, February 22, March 24-April 26.

St. Peter's College, Jersey City-Alvin L. Grant, Director of Placement. Interviews: Begin February 6. Avoid: March 29-April 9.

Seton Hall University, South Orange—John E. McLoughlin, Placement Director. June 7. Interviews: November 1-May 15, Avoid: December 10-January 5.

Stevens Institute of Technology, Hoboken— Harold R. Fee, Director of Placement, June 9. Interviews: February 13-March 27,

Avoid: February 22.

Upsala College, East Orange—Charles G. Lundgren, Placement Director. September, February, June. Interviews: November-April.

New Mexico

New Mexico College of A. & M.A., State College—Mrs. Goldie Slingerland, Secretary of Placement Service, January 28, June 3, August 6. Avoid: November 23-28, December 17-January 3, March 30-April 3.

University of New Mexico, Albuquerque— Warren F. Lee, Director. August 10, January 28, June 5. Interviews: November-May, Avoid: November 23-28, December 17-January 2, January 16-23, January 23-February 6, March 31-April 9.

New York

Adelphi College, Garden City-Director of Placement and Scholarships. January 28, June 13. Interviews: October 15-May 18. Avoid: December 16-January 3, January 17-February 2, March 30-April 8.

Alfred University, Alfred-Fred H. Gertz,

Dean of Men. Prof. R. M. Campbell, Chairman, Dept. of Ceramic Engineering. February 3, June 10. Interviews: October 15-May 15. Avoid: November 23-28, December 15-January 3, January 25-February 9, March 29-April 9.

Barnard College, New York—Ruth Houghton, Director, Placement Office. February 1, June 1. Interviews: October 15-May 1. Avoid: December 11-February 9, March

21-April 2.

Canisius College, Buffalo—Mr. James E. Duggan, Director of Placement Services. June. Interviews: October 3-May 27. Avoid: De-

cember 19-February 1.

The City College, New York—Walter L. Kelly, Placement Director (Business). John Bonforet Placement Director (Arts & Technology). January, June, September. Interviews: October-May. Avoid: January, February.

Clarkson College of Technology, Potsdam— Frederick A. Ramsdell, Director of Placement. June 3. Interviews: October 24-May 1. Avoid: November 23-28, December 15-January 3, January 16-31, March 29-April 9.

Cplgate University, Hamilton—G. H. Estabrooks, Director of Placement. January 31,
 June 11. Interviews: November-May. Avoid:
 November 22-28, December 15-January 3,
 January 20-February 6, March 29-April 9.

College of Mount St. Vincent, New York— Mary J. O'Donnell, Placement Director, June 5. Interviews: October 1-May 1. Avoid: December 16-January 9, January 18-February 1, March 28-April 9.

College of New Rochelle, New Rochelle—Dr. M. Irene Wightwick, Personnel Director, June 4. Interviews: February 15-May 15. Avoid: February 22, March 28-April 9,

May 10.

Columbia University, New York—Samuel H. Beach, Director of Placement. June 5. Interviews: Ph.D.'s November 15, for Bachelors & Masters February 13, For Tech. March 31, Non Tech. May 15. Avoid: November 24, 25, December 21-January 3, March 24-April 1.

Cooper Union, Cooper Square—H. F. Roemmele, Dean of Students and Director of Industrial Relations. June 6. Interviews: October 1-May 15. Avoid: December 23-January 2, January 17-24, March 26-30.

Cornell University, Ithaca—John L. Munschauer, Director of Placement. June 11. Interviews: October 17-May 1. Avoid: November 23-28, December 8-February 6, March 24-April 3.

Elmira College, Elmira—Mrs. Howard H. Clute, Director of Placement. June 4. Avoid: December 16-February 3, March

22-April 4, May 22 on.

Fordham University, Bronx-Robert V. Gilroy, Senior Placement Officer, Psychological Services. June 13. Interviews: January 23-May 18. Avoid: February 13, 22, March 26-April 8.

Hamilton College, Clinton—Winton Tolles, Dean. June 3. Interviews: January 30-May

10. Avoid: March 21-April 3.

Harpur College, Endicott—Aysel Searles, Jr., Admissions Counselor, June 10, January 28, Interviews: February 13-May 25, Avoid: March 28-April 5.

Hobart College, Geneva—Charles A. Meyn, Director of Guidance and Placement. June 10. Interviews: February 2-May 19. Avoid:

March 23-April 10, April 28.

Hofstra College, Hempstead-Dale B. Lake, Director of Placement. October 1, February 1, June 12. Interviews: January 5-June 5. Avoid: December 16-January 4, March 29-April 9.

Houghton College, Houghton—Mrs. Lora F. Lynip, Secretary of Appointments. June 7.

Avoid: 9 to 10 a.m. daily.

Iona College, New Rochelle-Howard J. Bulger, Director of Placement. June. Interviews: February 6-May 4. Avoid: March

17. March 28-April 7.

Le Moyne College, Syracuse—Dominic C. Vittorio, Director of Placement. June 10. Interviews: September 26-May 18. Avoid: December 16-January 3, January 19-26, March 29-April 9.

Manhattan College, New York City-Brother Adrian Lewis. June 12. Interviews: February 3-April 13. Avoid: February 22, March

28-April 9.

Nazareth College of Rochester, Rochester— Sister Eva Marie, Director of Placement. June 7. Interviews: November 1-May 1. Avoid: December 17-January 3.

New York University, New York—A. J. Foy Cross, Director of Placement. June 6. Interviews: January 30-April 1. Avoid: March 26-30.

Queens College, Flushing—George Davenel, Placement Director. January 13, June 1. Interviews: September-May. Rensselaer Polytechnic Institute, Troy-H. P. Catlin, Head, Dept. of Student Aid. June 8. Interviews: begin February 13. Avoid: March 28-April 6.

Rochester Institute of Technology, Rochester— Stanley Witmeyer, Head, Dept. of Art and Design. May 30. Interviews: March-July.

Rosary Hill College, Buffalo—Sister M. Georgia, Dean of Studies. June 3. Interviews: February 4-May 21. Avoid: March 27-April 9.

St. Bonaventure University, St. Bonaventure— Prof. James L. Hayes, Director of Placement, June 5. Interviews: October 3—April 28. Avoid: December 15-January 3, March 28-April 9.

St. Francis College, Brooklyn-Rev. Brother Pacificus, O.S.F., Director of Student Personnel. June. Interviews: November-May 1.

Avoid: January and late May.

St. John's University, New York-Walter R. Campbell, Placement Director. February 1, June 10. Interviews: February 1-May 15. Avoid: February 13-22, March 17, March 28-April 2, May 10.

St. John Fisher College, Rochester—Gerard H. Tucker, Placement Director, June 3. Interviews: November 1-May 12. Avoid: December 15-January 2, January 13-26. March

28-April 9.

St. Joseph's College for Women, Brooklyn— Sister Irene Veronica, C.S.J., Director of Student Personnel. June 6. Interviews: October 3-May 21.

St. Lawrence University, Canton—William J. Davis, Placement Director. June 10. Interviews: December 1-April 15. Avoid: December 17-January 3, January 20-February 3, March 30-April 10.

Siena College, Loudonville—Marie Thibodeau, Executive Assistant, Placement Bureau. May 30. Interviews: February 1-May 4.

Avoid: March 26-April 8.

Skidmore College, Saratoga Springs—Miss Betsy James, Director, Vocational Bureau. June 10. Interviews: February 6-May 15.

Avoid: March 23-April 4.

Syracuse University, Syracuse—William K.
Phipps, Director of Placement, January 27,
June 4. Interviews: October 24-May 18,
Avoid: November 23-28, December 20February 7, March 28-April 9.

Syracuse University, L. C. Smith College of Engineering, Syracuse—Mrs. Patricia La-

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Bach, Placement Secretary, Engineering and Technical Placement. January 29, June 4, August 18. Interviews: October 24-March 23. Avoid:November 21-28, December 17-February 8.

Union College, Schenectady—Henry J. Swanker, Director of Alumni Relations and Placement. June 10. Interviews: February 13-April 21. Avoid: March 31-April 9.

University of Buffalo, Buffalo-Robert F. Rupp, Placement Director.. February 22, June 10. Interviews: October 17-April 28. Avoid: November 22-29, December 16-January 5, January 20-February 8, February 22, March 26-April 5.

University of Rochester, Rochester-Ward L. Taylor, Placement Officer for Men. Dr. Isabel K. Wallace, Vocational Counselor and Placement Officer for Women. Miss Jane Stellwagen, Asst. Placement Officer for Women. June 10. Interviews: Ph.D.'s November 1-March 2, B.S. & M.S. December 5-May 15. Avoid: December 16-February 4, March 27-April 5.

Vassar College, Poughkeepsie—Jane T. Johnson, Director, Vocational Bureau. June 11. Interviews: October 1-May 28. Avoid: November 23-27, December 16-January 5, January 26-February 7, March 23-April 2, May 4, May 14-16.

Yeshiva University, New York-Morris Finer, Director, Community Service Division. June 20. Interviews: February 1-May 31. Avoid: March 25-April 3.

North Carolina

Catawba College, Salisbury—Professor Milland F. Wilson, Director of the Placement Office. January 28, June 4. Interviews: October-May 25. Avoid: December 15-January 3,

Charles S. Leopold

Engineer

213 South Broad Street Philadelphia January 20-28, March 28-April 5, May 28-June 2.

Davidson College, Davidson—C. Shaw Smith, Director of Placement. May 28, Interviews: January 30-April 30. Avoid: March 29-April 3.

Duke University, Durham—Miss Fannie Y. Mitchell, Director, Appointments Bureau. June 4. Interviews: February 1-May 20, Avoid: March 24-April 2.

Lenoir Rhyne College, Hickory-E. L. Setzler, Dean & Registrar. January 21, May 28, August 18. Avoid: January 14, May 19.

North Carolina State College, School of Engineering, Raleigh—Mrs. Marie P. Wicker, Placement Director. January 27, June 3. Interviews: January 9-April 27. Avoid: January 16-20.

School of Textiles—Mr. G. H. Dunlap, Placement Director. Interviews: November 14-April 27. Avoid: November 23-26, December 1-4, December 17-January 8, January 21-February 5, March 29-April 8.

Salem College, Winston-Salem-Ivy M. Hixson, Academic Dean. May 28. Interviews: October 1-May 15. Avoid: November 23-26, December 16-January 4, January 19-31, March 28-April 5, May 16-25.

University of North Carolina, Chapel Hill— Joe M. Galloway, Director of Placement. January 28, June 4, July 14, August 22. Interviews: October 1-August 20. Avoid: November 23-28, December 17-January 3, January 18-February 1, March 28-April 3, May 22-June 4.

University of North Carolina, Woman's College, Greensboro—Mrs. Josephine P. Schaeffer, Placement Officer. June 2-4, January 27. Interviews: end June 5. Avoid: November 23-28, December 17-January 4, January 20, February 2, March 28, April 4.

Wake Forest College, Wake Forest-Jasper L. Memory, Jr., Director of the Placement Office. May 21, August 10. Interviews: September 14-August 10. Avoid: November 24, December 18-January 1, May 9-June 18.

North Dakota

North Dakota Agricultural College, Fargo— Oscar Gjernes, Director, NDAC Placement Service. December 17, March 24, June 11. Interviews: October-May. Avoid: last week of each term. University of North Dakota, Grand Forks—J. Lloyd Stone, Placement Director. June 3, January 26. Interviews: October 1-April 30. Avoid: October 7 & 8, November 21-28, December 16-January 2, January 18-31, March 28-April 3.

Ohio

Ashland College, Ashland—George M. Guiley, Dean of Students. June 8, August 3. Avoid: November 23-28, December 16-January 3, March 29-April 9.

Baldwin-Wallace College, Berea-Miss Bertha L. Stiefel, Director, Placement Service. June 10. Interviews: October 25-May 25. Avoid: December 10-January 15, March 10-March 25.

Bowling Green State University, Bowling Green—Ralph H. Geer, Director, Bureau of Appointments, February 3, June 10, August 24, Avoid: November 23-December 1, January 26-February 11, March 28-April 7, May 31-June 12.

Case Institute of Technology, Cleveland— Arthur E. Bach, Director of Placement. June 7. Interviews: November 14-April 15. Avoid: November 23-25, December 16-January 1, January 23-February 29, April 2-6.

College of St. Mary of the Springs, Columbus -Miss Patricia Lawler, Director of Placement. June. Interviews: October-April. Avoid: December.

The College of Steubenville, Steubenville— Miss Hilda Tarquinio, Placement Officer. Iune 7.

College of Wooster, Wooster—Paul V. Barrett, Career Counselor. June 9. Interviews: February-April.

Denison University, Granville—Robert L. Mc-Cleery, Director, Testing and Vocational Services. June 11. Interviews: October 3-May 25. Avoid: November 23-25, December 16-January 2, January 23-February 7, March 29-April 9.

Fenn College, Cleveland—M. B. Robinson, Dean of Personnel Services. February 24, May 25. Interviews: October 31-February 21 for Eng'rs, to May 13 for Bus. Adm. Avoid: December 19-January 2, March 24-April 2, November 28-February 24.



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- Findlay College, Findlay-L. J. Stratton, Director of Placement. June 3. Interviews: February-June.
- Heidelberg College, Tiffin—George G. Van Dyke, Director of Business Placement Bureau. June 10. Interviews: November 1-May 30. Avoid: November 23-28, December 16-January 3, January 21-February 2, March 27-April 3.
- John Carroll University, Cleveland-June 10-12.
- Kent State University, Kent-L. H. Munzenmayer, Director, Bureau of Appointments. June 9, August 25. Interviews: February 1-June 1. Avoid: February 22, March 9-March 27, May 30.
- Kenyon College, Gambier-Robert B. Brown, Secretary of the College. June 11. Interviews: January 15-May 1. Avoid: January 23-February 7, March 23-April 4.
- Marietta College, Marietta College—Jack Scott, Director, College-H.S. Relations. February 1, June 5. Interviews: October 1-May 15. Avoid: December 17-January 3, January 19-26, March 27-April 4.
- Miami University, Oxford—W. T. Blomquist, Director, Bureau of Business Placement. January 30, June 6. Interviews: October 1-May 15. Avoid: November 22-29, December 16-February 9, March 29-April 10.
- Oberlin College, Oberlin-Miss Dorothy M. Smith, Director, Bureau of Appointments. January 30, June 11. Interviews: begin November 1. Avoid: November 23-28, December 16-January 5, January 20-February 4, March 23-April 4.
- Ohio Northern University, Ada—Fred R. Clark, Dean of Men and Director of Placement, June 10. Interviews: October 3-May 26. Avoid: November 23-26, December 13-January 3, March 13-19, March 29-31, April 30-May 2.
- Ohio State University, College of Commerce and Administration, Columbus—John E. Steele, Commerce Placement Director. December 16, March 16, June 8, August 24. Interviews: October 17-May 16. Avoid: November 11, 23-26, December 8-31, January 1-17, February 22, March 6-April 9.
- Ohio State University, College of Engineering, Columbus—Lilyan B. Bradshaw, Engineering Placement Director. December 16, March 16, June 8. Interviews: October 10-May 31. Avoid: November 11, 24-26, De-

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cember 7-January 10, February 22, March 7-April 4.

Ohio University, Athens—Albert C. Gubitz, Director, Bureau of Appointments. February 4, June 10. Interviews: November 1-May. Avoid: November 23-28, December 16-January 3, January 23-February 8, March 28-April 4.

Ohio Wesleyan University, Delaware–Mrs. Roland Boecklin, Placement Director. June 10. Interviews: October 18-May 25. Avoid: November 23-30, December 16-January 5, January 21- February 7, March 28-April 10.

Otterbein College, Westerville—F. J. Vance, Director of Placement. January 27, June 4. Interviews: December 15-June 4. Avoid: December 20-January 3, March 29-April 9.

University of Cincinnati, Cincinnati—Prof. H. C. Messinger, Director, Dept. of Co-ordination & Placement. June 8. Interviews: Applied Arts, Business Administration, Engineering—January 16-April 6. Arts and Sciences—November 21-April 2. Avoid: App. Arts, Business Admin., Eng.—February 22-25, Arts & Sciences—December 23-January 9, January 23-31.

University of Dayton, Dayton—Lloyd A. Rensel, Director, Guidance Center. January 27, June 9, August 4. Interviews: September 19-August 4. Avoid: January 30-February 3, June 9-24.

University of Toledo, Toledo-Edward W. Jackson, Director of General Placement. Dr. Frank R. Hickerson, Director, Teacher Placement. Interviews: for general placement, October 15-May 15. Teacher placement, all year. Avoid: November 24-27, December 16-January 3, January 16-24, March 30-April 8.

Western Reserve University, Cleveland-Mrs. John A. LeBedoff, Director of personnel and Placement Service. February, June, September. Interviews: October 15-May 15. Avoid: November 24-27, December 22-January 3, January 16-23, March 25-April 1.

Wittenberg College, Springfield—R. H. Kessner, Director of Placement. January 28, June 4, August 18. Interviews: November 1-May 15. Avoid: December 21-January 4, March 23-April 3.

Xavier University, Cincinnati—Robert J. Coates, Placement Director. January 28, June 6, Interviews: October 3-May 18, Avoid: October 8, November 1, 11, 24, 25, December 15-January 3, January 23-28, March 20-April 3, May 10, 30.

Youngstown University, Youngstown-Robert D. Cooper, Director of Placement. June 1.

Oklahoma

Bethany Nazarene College, Bethany-E. B. Shannon, Dean of Students. May 26, July 31. Avoid: December 16-January 6, March 29-April 2.

Northeastern State College, Tahlequah–Jack Kisner, Director of Placement Service. May 25, July 27. Interviews: begin January.

Northwestern State College, Alva—John B. Stout, Director of Training & Placement. May 24. Interviews: April 15-June 1.

Oklahoma A & M College, Stillwater—A. O. Martin, Director, Placement Bureau. January 25, May 28, August 4. Interviews: for Engineering graduates—Professor Clemmer R. Wood, Director, Student Personnel. October 3-May 18, for Business graduates, Professor Edward C. Burris, Vice-Dean School of Commerce, September 14-May 21. Avoid: November 23-28, December 21-January 4, January 19-30, March 29-April 3, May 21-26.

Oklahoma City University, Oklahoma City— Miss Patricia O'Brien, Associate Director of Personnel. July 15, August 24, May 27. Avoid: November 23-28, December 17-January 2, January 24-27, March 29-April 3, May 31-June 2.

Phillips University, Enid—Dr. Roy W. Browning, Sr., Director of Placement. May 30. Interviews: September 26-May 24. Avoid: November 23-28, December 17-January 3, January 23-31, March 28-April 4.

University of Oklahoma, Norman—Mr. Frank A. Ives, Director, Employment Services. June 3, August 5. Interviews: October 1-May 23, Avoid: November 23-28, December 22-January 4, January 14-21, March 29-April 5.

Oregon

Lewis and Clark College, Portland – Philip Hitchcock, Director of Placement. June 3, August. Interviews: January-June. Avoid: March 9-19.

Mount Angel Seminary, St. Benedict – Rev. Leander Maffia, O.S.B., Dean, Registrar. May 31. Interviews: June 1-August 15.



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Insurance Company of North America Philadelphia Fire & Marine Insurance Company Indemnity Insurance Company of North America Oregon State College, Corvallis—M. R. Haith, Personnel and Placement Officer, School of Engineering. June 4. Interviews: October 10-May 28. Avoid: November 24-28, December 14-January 4, March 10-27.

University of Oregon, Eugene-Karl W. Onthank, Director of Graduate Placement Service. December 20, March 17, June 10, August 10, Avoid: December and March.

University of Portland, Portland—Bernard T. Walls, Director of Placement. June 3, August 11. Interviews: September 19-June 3. Avoid: December 22-January 31, March 28-April 4.

Pennsylvania

- Allegheny College, Meadville—Robert T. Sherman, Placement Director. June 4. Interviews: October 1-May 18. Avoid: December 17-January 3, January 16-31, March 24-April 4.
- Bryn Mawr College, Bryn Mawr-Louise F. H. Crenshaw, Director, Bureau of Recommendations. June 5. Interviews: February 7-May 15. Avoid: March 23-April 3.
- Bucknell University, Lewisburg—Raymond K. Irwin, Director of Placement. June 11. Interviews: February 9-May 1. Avoid: March 27-April 6.
- Carnegie Institute of Technology, Pittsburgh— Charles E. Wangeman, Head, Bureau of Placements. June 5. Interviews: February 8-May 21. Avoid: March 29-April 4.
- Cedar Crest College, Allentown-Mary E. Kriebel, Director, Placement Service. June 3. Interviews: January 2-May 25. Avoid: January 28-February 6, March 29-April 9.
- Chestnut Hill College, Philadelphia—Alice M. Corcoran, Administrative Assistant. June 4. Interviews: October 1-May 15. Avoid: November 22-28, December 15-January 30, March 28-April 9.
- Drexel Institute of Technology, Philadelphia— Mr. John Miller, Placement Officer. June 16. Interviews. April 10-May 18.
- Franklin and Marshall College, Lancaster— Richard V. Showers, Director of Admissions and Placement. June 4. Interviews: February 8-May 11. Avoid: March 28-April 7.
- Gannon College, Erie—Owen T. Finegan, Director of Guidance and Placement. February 1, June 5. Interviews: October 15-July 1.

- Gettysburg College, Gettysburg William O. Duck, Guidance Counselor. January 25, June 3. Interviews: February 1-May 16. Avoid: March 26-April 5, April 30-May 3.
- Grove City College, Grove City—Jack Kennedy, Placement Officer. June 9. Interviews: February 9-April 30. Avoid: March 27-April 3.
- Haverford College, Haverford Bennett S.
 Cooper, Alumni Secretary, Placement Director. June 8. Interviews: November 1-May
 15. Avoid: November 23-27, December 17-January 3, January 23-February 4, March 24-April 1.
- Juniata College, Huntingdon-James F. Penney, Dean of Men and Director of Placement. January 30, June 4. Interviews: October 3-May 18. Avoid: November 21-28, December 19-January 9, March 26-April 9.
- King's College, Wilkes-Barre—Robert J. Ell, Placement Director. June 3. Interviews: January 9-May 24. Avoid: January 19-25, March 19, March 28-April 4.
- Lafayette College, Easton—Fred W. Slantz, Director of Placement. Interviews. begin January 4. Avoid: January 18-February 8, March 27-April 5.
- LaSalle College, Philadelphia Thomas J. Hickey, Placement Director. June 6. Interviews: February 6-May 21. Avoid: March 19-April 3.
- Lehigh University, Bethlehem—E. A. Teal, Director of Placement. June 20, October 9. Interviews: October 31-June 1. Avoid: November 23-25, December 20-January 4, January 30-February 8, April 2-9.
- Lycoming College, Williamsport-Donald G. Remley, Placement Director. January 27, June 3. Interviews: October 4-May 4. Avoid: November 23-29, December 15-January 6, January 20-31, March 27-April 4.
- Moore Institute of Art, Science & Industry, Philadelphia – Harold R. Rice, President. June 1. Interviews: April-May.
- Moravian College, Bethlehem—Dr. Richmond E. Myers, Dean of Men. June. Interviews: January-March. Avoid: last week in January.
- Muhlenberg College, Allentown George A. Frounfelker, Director, Records, Placement and Counseling, June 11, Interviews: October 31-May 18, Avoid: November 23-28,

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December 16-January 3, January 23-February 9, March 28-April 3.

- Pennsylvania College for Women, Pittsburgh— Phyllis Uphill, Director of Placement. June 4. Avoid: Novemberr 23-28, December 16-January 3, January 19-30, March 29-April 11, May 23-June 2.
- Pennsylvania Military College, Chester—Clarence R. Moll, Dean of Admissions and Student Personnel. June 2. Interviews: November 1-May 1. Avoid: December 16-January 2, January 23-February 8, March 23-April 2.
- Pennsylvania State University, University Park —George N. P. Leetch, Director. January 30, June 9. Interviews: October 3-May 11. Avoid: November 11, 23-28, December 17-February 12, March 28-April 4.
- Rosemont College, Rosemont-Elizabeth Midland, Placement Director. June 8.
- St. Francis College, Loretto—J. Paul Melanson, Director of Public Relations. May 29, January 22, July 27.
- St. Joseph's College, Philadelphia—Joseph D. Pascucci, Executive Secretary & Placement Director. June 3. Interviews: February 8-May 16.
- St. Vincent College, Latrobe—Aelred J. Beck, O.S.B., Dean. June 6. Interviews: February 1-May 1, by arrangement.
- Temple University, Philadelphia—John Barr,
 Placement Officer. February 15, June 14.
 Interviews: November 1-April 30. Avoid:
 November 24, 25, December 17-January 1,
 January 16-February 6, March 28-April 3.
- Thiel College, Greenville—Earl R. Mezoff, Director of Placement. May 30. Interviews: November-May. Avoid: December 14-January 3, January 23-February 1, March 28-April 3.
- University of Pennsylvania, Philadelphia—E. Craig Sweeten, Director of Placement. February 11, June 13. Interviews: begin November 15 for Ph.D. February 7 for June group—May 20. Avoid: November 23-28, December 21-January 5, January 23-February 4, March 29-April 9.
- University of Pittsburgh, Pittsburgh—Paul M. Sherwood, Director, Men's Placement Bureau. February 3, June 13, August 29, Interviews: October 31-April 30, Avoid: November 24, 25, December 10-February 19, March 28-April 2.

- University of Scranton, Scranton—John R. Gavigan, Placement Director. June 3. Interviews: January 3-May 1. Avoid: January 30-February 4, February 22, March 27-April 4.
- Ursinus College, Collegeville—H. R. Vanderslice, Director of Placement. June 4. Interviews: November 15-July 1. Avoid: week of February 6, week of March 26.
- Villanova University, Villanova—James J. Redfern, Director of Placement. June 4. Interviews: February 20-May 1. Avoid: February 22, March 26-April 6.
- Washington and Jefferson College, Washington-John L. Henninger. Assistant to the President. June 9. Interviews: February 1-May 15. Avoid: March 24-April 3.
- Waynesburg College, Waynesburg M. K. Talpas, Registrar. June 10. Interviews: October 1-April 30. Avoid: December 15-31, January 20-February 7.
- Westminster College, New Wilmington—William A. Johns, Director of Placement. June 4.
- Wilkes College, Wilkes-Barre—John J. Chwalek, Director of Placement. February, June. Interviews: October 1-June 3.
- Wilson College, Chambersburg—Janet Jacobs, Registrar and Director of Placement. June 4. Avoid: November 23-27, December 16-January 2, January 20-February 6, March 23-April 2.

Rhode Island

- Brown University, Providence Mrs. Hope Brothers, Director of Senior Placement, June. Interviews: December 1-April 30, Avoid: December 17-January 4, January 18-February 1, March 31-April 9.
- Bryant College of Business Administration, Providence-Mrs. Lautrelle P. Love, Director of Placement. February 17, August 3. Avoid: December 16-January 3, August 3-September 5.
- Pembroke College, Providence—Miss Katharine Irwin, Director of Placement. June 4. Interviews: February 1-May 1. Avoid: March 31-April 9.
- Providence College, Providence Maurice J. Timlin, Placement Director. June 5. Interviews: January 15-May 15. Avoid: March 7, March 26-April 4, April 20.

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Rhode Island School of Design, Providence— George L. Bradley, Director of Placement. June 9. Interviews: November 1-May 15. Avoid: November 23-28, December 16-January 3, January 23, February 1, March 30-April 9.

University of Rhode Island, Kingston—Raymond H. Stockard, Director of Placement. June 11. Interviews: November 21-May 1. Avoid: November 24, 25, December 15-February 5, February 22, March 30-April 5.

South Carolina

- Clemson A & M College, Clemson D. G. Hughes, Director of Placement and Student Aid. January 29, June 3, August 12. Interviews: October-March 28. Avoid: November 23-27, December 21-January 3, January 20-February 3.
- Furman University, Greenville—Edwin W. Tenney, Jr., Director of Student Personnel. January, June. Interviews: October 1-March 31. Avoid: December 14-January 8.
- Limestone College, Gaffney Harold P. Wheeler, Dean. January 28, May 27. Interviews: January 9-May 19. Avoid: March 23-April 3.
- University of South Carolina, Columbia—Mrs. Ruth McVey, Director, Division of Personnel and Placement. January 26, June 1. Interviews: October 3-May 11. Avoid: October 20-22, November 24-26, December 22-January 3, January 10-February 12, March 30-April 3.
- Winthrop College, Rock Hill-Mr. John G. Kelly, Registrar and Director of Placement. January 28, June 3. Interviews: March 1-May 21. Avoid: March 28-April 3.

South Dakota

- Augustana College, Sioux Falls R. W. Schlicht, Director of Placement Bureau. June 4. Interviews: February 1-June 4.
- Huron College, Huron Frank W. Smith, Chairman, Division of Business, June 5. Interviews: end May 25. Avoid: second week in May.
- Northern State Teachers College, Aberdeen— Lloyd F. Johnson, Director of Extension and Field Service. May 25, August 10. Interviews: begin January 1.
- South Dakota School of Mines and Technology, Rapid City-L. R. Palmerton, Director

- of Student Personnel. November 23, March 3, May 28. Interviews: December I-March 1. Avoid: December 17-January 2, February 29-March 1.
- South Dakota State College, College Station, Brookings—Clara M. Keith, Placement Personnel Asst. November 22, March 9, June 4. Interviews: November 15-May 25. Avoid: November 23-28, December 5-15, December 22-January 4, March 30-April 3.
- Southern State Teachers College, Springfield— Lee De Boer, Dean & Director Teacher Placement. May 27, August 5. Interviews: March-August.

Tennessee

- Carson-Newman College, Jefferson City H. D. Pickens, Professor in charge of Placement Committee. May 26, August 19. Interviews: March-Graduation. Avoid: last week before graduation.
- East Tennessee State College, Johnson City— Flora Marie Meredith, Director Office of Placement Services. June 1, August 22. Interviews: begin September. Avoid: December 10-January 4, March 14-March 22, May 28-June 8.
- Memphis State College, Memphis—Robert H. DeZonia, Director of Student Placement. June 1. Interviews: end May 22. Avoid: first part of September.
- Tennessee Agricultural and Industrial State University, Nashville—Mrs. Annie G. H. Sasser, Director of Placement Bureau. December 1, March 8, May 28, August 12. Interviews: October 15-May 1. Avoid: November 23-December 1, December 17-January 4, March 4-8.
- Tusculum College, Greeneville Edward M. Carter, Dean of the College, May 20. Avoid: December 14-January 5, January 14-20, March 28-April 14.
- Union University, Jackson—Troy G. Young, Director of Placement. May 22. Interviews: by appointment.
- University of Chattanooga, Chattanooga—J. G. Umbarger, Bursar & Placement Director. June 4, September 20. Interviews: October 1-May 15. Avoid: November 24-28, January 19-February 10.
- University of Tennessee, Knoxville-Howard H. Lumsden, Placement Director. December

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16, March 17, June 4, August 19. Interviews: October 17-May 25, Avoid: November 24-25, December 9-January 4, March 10-21.

Vanderbilt University, Nashville—Ava F. Sellers, Placement Counselor. December 17, March 15, June 3, August 18. Interviews: October 15-May 23. Avoid: December 5-January 5, March 9-22.

Texas

- A & M College of Texas, College Station— W. R. Horsley, Director. January 28, May 25. Interviews: begin October 17. Avoid: November 24-27, December 17-January 2, middle of January-February 12, March 29-April 2.
- Baylor University, Waco—Arch M. Hunt, Director of Placement. November 23, March I, May 25, August 23. Interviews: October I-August I. Avoid: November 18-December I, December 21-January 4, February 24-March 8, March 29-April 3, May 18-June 6.
- Lamar State College of Technology, Beaumont —W. J. Holloway, Director of Testing and Placement, January 28, May 28, August 24. Avoid: November 23-28, December 17-February 2, May 19-June 2.
- North Texas State College, Denton—E. H. Farrington, Director, The Placement Office. January, June, August. Interviews: begin October 1.
- Our Lady of the Lake College, San Antonio— Sister M. Lucina, Vocational Counselor, May 31, July 15, August 27.
- Rice Institute, Houston—Mr. Whitlock Zander, Jr., Director of Placement, June. Interviews: October 24-March 23. Avoid: November 23-28, December 10-February 12.
- St. Mary's University, San Antonio—Leo M. Donohue, Director, Guidance and Placement. January, May, August. Interviews: October 1-May 1. Avoid: October 17-19, November 24-28, December 15-January 6, March 29-April 5.
- South Texas College, Houston—John H. Anthony, Counselor & Employment Director. June 1. Interviews: September 15-May 20. Avoid: January 15-February 5.
- Southern Methodist University, Dallas-D. Y. Robb, Director, Employment and Placement. May, July, August, January. Interviews: November 1-April 15. Avoid: No-

- vember 23-28, December 20-January 4, January 16-25, March 27-April 3.
- Texas State College for Women, Denton-Ray S. Musgrave, Director, Student Personnel Services and Placement. February 5, June 4, August 24. Interviews: November 1-August 24. Avoid: November 23-28, December 16-January 3, March 29-April 3, February 22-25.
- Texas Technological College, Lubbock—Jean A. Jenkins (Mrs.) Director, The Placement Service. January 25, May 28, August 24. Interviews: November 1-January 25-27, March 29-April 3, April 20-21, May 10.
- Texas Wesleyan College, Fort Worth—Harry W. Rice, Registrar. May 27, August 24. Interviews: October 1-May 19. Avoid: November 24-27, December 18-January 1, March 29-April 2.
- University of Houston, Houston—Lou Russell, Director, Placement & Field Relations. August 27, January 23, June 1. Interviews: October 15-June 1. Avoid: November 7-11, 24-27, December 16-January 2, January 16-February 5, February 29-March 1, March 23-31.
- University of Texas, Austin—Hoyt Williams, Director, Student Employment Bureau. February, June, August. Interviews: October 15-May 15. Avoid: November 19-27, December 17-February 8, March 29-April 2.
- West Texas State College, Canyon Curtis Babcock, Coordinator of Public Services. May 20, August 24. Interviews: March 1-May 17. Avoid: March 30-April 3.

Utah

- Brigham Young University, Provo—B. Keith Duffin, Director of Placement. December 16, March 16, June 1. Avoid: November 24-25, December 11-January 5, March 13-22.
- St. Mary-of-the-Wasatch, Salt Lake City— Sister M. Bethanis, Registrar. June 3. Interviews: April-May 27.
- University of Utah, Salt Lake City—Herald L. Carlston, Director of Placement. December 17, March 17, June 4. Interviews: October-June. Avoid: November 24-27, December 10-January 6, March 10-26.
- Utah State Agricultural College, Logan—Basil C. Hansen, Director. June 4. Interviews: February 15-August 30.

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Vermont

- Middlebury College, Middlebury—Gordon C. Perine, Director of Placement. June 11. Interviews: February 6-May 25. Avoid: February 13-17, March 29-April 9.
- Norwich University, Northfield—Mrs. Zylpha C. Allen, Placement Director. June 9. Interviews: February 13-May 15. Avoid: March 27-April 6.
- St. Michael's College, Winooski-Thomas J. Kenney, Assistant to the President. June 3. Interviews: Begin November 2. Avoid: November 16, December 8, December 10-January 2, February 2-3, 10-12, March 21-April 2, April 20-21, May 20-27.
- University of Vermont, Burlington—Ernest R. Stockwell, Assistant Dean of Men. June 10. Interviews: February 6-March 23. Avoid: February 17, 18.

Virginia

- Bridgewater College, Bridgewater—W. Donald Clague, Dean of Students. June and August. Interviews: February 1-May 15. Avoid: March 28-April 6.
- College of William and Mary, Williamsburg— John C. Bright, Director of Placement. February 2, June 10. Interviews: early November—May. Avoid: November 24, December 15-January 3, April 3-11.
- Eastern Mennonite College, Harrisonburg— Mr. Ira E. Miller, Registrar. June 4, August 18. Interviews: April 3-May 25.
- Emory and Henry College, Emory—Dr. Edgar Bingham, Registrar. June 3, August 25. Interviews: October-May. Avoid: May 20-30.
- Hollins College, Hollins College—Mrs. Margaret L. Eldridge, Registrar. June 2 and 3. Avoid: November 23-28, December 16-January 4, February 21, March 23-April 3.
- Longwood College, Farmville—Mrs. Mary W. Watkins, Executive Secretary. June 3. Interviews: February-June.
- Mary Baldwin College, Staunton—Martha S. Grafton, Dean of the College. June 4. Avoid: December 15-January 3, March 29-April 10.
- Mary Washington College, Fredericksburg— Miss Isabel Gordon, Director, Placement

- Bureau. February 2, June 4. Interviews: October 3-May 22. Avoid: November 23-28, December 15-January 5, March 28-April 4.
- Randolph-Macon Woman's College, Lynchburg-Vocational Guidance Counselor. June 4. Avoid: November 23-28, December 16-January 3, January 17-26, March 24-April 4, May 22-30.
- Roanoke College, Salem—Robert M. McLelland, Placement Director. June 2-3. Interviews: January 15-May 15. Avoid: last week in January.
- University of Richmond, Richmond-Richmond College, C. J. Gray, Dean of Students. Westhampton College, J. Josephine Tucker, Dean of Students. Business School—Dr. T. S. Berry. Law School, Dean W. T. Muse. January 28, June 4. Interviews: October 3-May 11. Avoid: October 31-November 5, November 22-29, December 15-January 3, January 16-30, February 6-10, March 23-April 3.
- University of Virginia, Charlottesville M. Howard Bryant, Director, Office of Student Aid and Placement. June 11. Interviews: October 17-April 13. Avoid: November 24-26, December 19-January 2, January 16-February 7, March 28-April 3.
- Virginia Polytechnic Institute, Blacksburg—W. H. Cato, Director of Guidance and Placement. June 10. Interviews: January 10-March I.
- Virginia State College, Petersburg. E. W. Whitlow, Co-Ordinator, Student Placement Service. August 12, January 30, May 29. Interviews: January 15-May 25. Avoid: March 30-April 2.
- Washington and Lee University, Lexington— James D. Farrar, Director of Placement. February 4, June 8. Interviews: October 1-April 30. Avoid: November 24-26, December 17-January 5, January 23-February 4, February 22, April 2-9.

Washington

- Gonzaga University, Spokane—Maurice Glassy, Placement Officer, Alumni Secretary. May 27. Interviews: October 1-May 20.
- Seattle Pacific College, Seattle-Miss Vivian Larson, Professor of Education, Director of Placement. December 9, March 16, June 11, August 17.

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- State College of Washington, Pullman—Walter M. Bristol, Director, Placement Bureau. June 3, February, August, Avoid: November 21-28, December 19-January 3, January 30-February 13, April 2-9.
- University of Washington, Seattle-Carl Dickinson, Placement Director. December 16, March 17, June 15, Interviews: October 10-May 19, Avoid: November 11, 24-25, December 10-January 9, February 22, March 11-April 3.
- Whitman College, Walla Walla—Kenneth J. Hupp, Director of the Placement Service. May 27. Interviews: December 1-May 17. Avoid: December 17-January 3, March 31-April 9.

West Virginia

- Concord College, Athens-C. M. Young, Director, Teacher Training and Field Service. January 25, June 1, August 20.
- Davis and Elkins College, Elkins—Richard G. Long, Director Student Placement. January 28, May 28. Interviews: November 1-May 10. Avoid: December 15-January 3, March 29-April 4, January 23-February 10, March 5-9.
- Marshall College, Huntington—Harold L. Willey, Dean of Men. May 28, August 24. Interviews: January-May.
- West Virginia University, Morgantown—Dr. Cornelia Ladwig, Placement Advisor. January 26, June 4. Interviews: October 24-May 17. Avoid: December 21-February 12, March 29-April 4.

Wisconsin

- Beloit College, Beloit-John P. Gwin, Dean of Students. February 3, June 10. Interviews: January 16-May 25. Avoid: January 26-February 6, March 31-April 9.
- Carroll College, Waukesha—S. J. House, Dean of Men and Director of Placement. June 3. Interviews: February 1-May 26. Avoid: March 29-April 8.
- Lawrence College, Appleton—Joseph A. Hopfensperger, Administrative Assistant. June 10. Interviews: February 6-April 27. Avoid: March 23-April 3.
- Marquette University, College of Business Administration, Milwaukee—Orville H. Palmer, Assistant Dean. February 1, June 6, August 1. Interviews: October 1-May 1.

- Avoid: November 23-28, December 16-February 14.
- Milton College, Milton-Edward J. Rood, Counselor & Director of Admissions. January 30, June 4.
- Milwaukee-Downer College, Milwaukee-Mrs. T. J. Kuemmerlein, Director of Vocational Guidance and Placement. June 11.
- Milwaukee School of Engineering, Milwaukee —R. J. Sundstrom, Director, Relations with Industry. March 22, June 21, September 20, December 20. Avoid: December 10-January 6.
- Northland College, Ashland—Jno. T. Kendrigan, Director of Placement. June 10. Interviews: February 6-June 8. Avoid: March 29-April 4.
- Ripon College, Ripon-J. Frederic Andrews, Director of Placement. June. Interviews: February 15-May 15. Avoid: March 23-April 4.
- University of Wisconsin, Madison—H. G. Goehring, Placement Coordinator, January 28, June 15, August 17. Interviews: October 24-May 25. Avoid: November 23-28, December 16-January 2, January 16-February 10, March 29-April 9.
- Wisconsin State College, River Falls—L. Gordon Stone, Director, Division of Education and Placement. June. Interviews: February 1-September.
- Wisconsin State College at Eau Claire, Eau Claire—Lester M. Emans, Director Teacher Education and Placement, January 27, June 3. Interviews: begin February 1, Avoid: March 28-30, April 2.
- Wisconsin State College, Milwaukee-L. H. Mathews, Director of Field Services, January 27, June 10, Interviews: October 24-May 18, Avoid: December 21-January 3, January 19-February 5, March 30-April 9.

Wyoming

University of Wyoming, Laramie—O. R. Hendrix, Director, Student Personnel and Guidance. H. T. Person, Dean, College of Engineering. M. C. Mundell, Dean, College of Commerce and Industry. Harlan Bryant, Dean, College of Education. S. H. Knight, Head, Department of Geology. January 27, May 28, August 17. Avoid: September 12-17, October 31-November 5, January 20-February 2, March 19-24, May 25-June 11.



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. . . Letters from individual readers pose many questions and ideas which should be of interest to all. With this in mind the JONESAL initiates this section as a regular feature. Here are some questions and thoughts received recently. Let's have some answers. Of course, we want your questions, etc., too.

MUSIC MAJORS

. . . Every year I have several music majors who studied music because they enjoy it, but who wish to enter business upon graduation. Some interviewers will not employ them, saying they are "frustrated musicians." Why are they so labelled when most of them will continue their music as an avocation only? Many of our interviewers are good pianists and vocalists and find great pleasure in their music.

In ten years, we have not had a music major who failed to make a success of business . . . The disturbing thing is that they have so few opportunities compared to persons who have majored in literature, for example, which is certainly not a "technical subject." L. S.

NO COACHING, PLEASE!

. . . As a recruiter of two years' experience, I would like to know what other recruiters think about the way all men are "coached" for interviews. What can you tell about any one man when they look alike, are all well-dressed, well-groomed, polite, familiar with my company literature and eager to please? . . . How do you sort out the "duds?" J.R.L.

WHAT ABOUT JOE AVERAGE?

... Is there a place for the average student in industry? I mean the man who is average in ability, in grades, in appearance and in personality? Most company representatives ask to talk to the top 10% who have been leaders on campus and have fine personalities. Being new in this field, I should like to know what other vocational counselors do with the other 90%. S.S.T.

NO READERS

... So few students read the material that my company sends in advance of my visit that I wonder if it's worth the postage. We send six copies to each placement office a week before the campus visit. J. B.

WOMEN ENGINEERS?

. . . I should like to know whether or not it is wise to encourage young women to enter the engineering course . . . What has been the experience of placement directors in trying to place them? R. N.

WHAT'S WRONG WITH BILL?

. . . Are we doing as much to keep our recent recruits satisfied as we did to attract this year's graduates?

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In June, Bill's younger brother Bob graduates. Bob receives several offers and finally accepts at \$4800 a year, plus several fringe benefits never thought of in 1951. Bob wonders what's wrong with Bill—and so does Bill,

Is Bill, with four full years of good practical engineering experience really worth no more than \$600 more than his freshly graduated (greenhorn) brother?

Then how does this inequality happen? How does this affect Bill, his outlook, his plans, his future? And how does this affect his company and his college? F. D. M.

"CHEMICAL ENGINEERING FACULTIES"

. . . Would you please announce that the 1955-56 issue of "Chemical Engineering Faculties" will be available about November 1, 1955, free of charge, from the Executive Secretary, American Institute of Chemical Engineers, 25 W. 45th St., New York 36, N. Y. ? K. A. K.

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